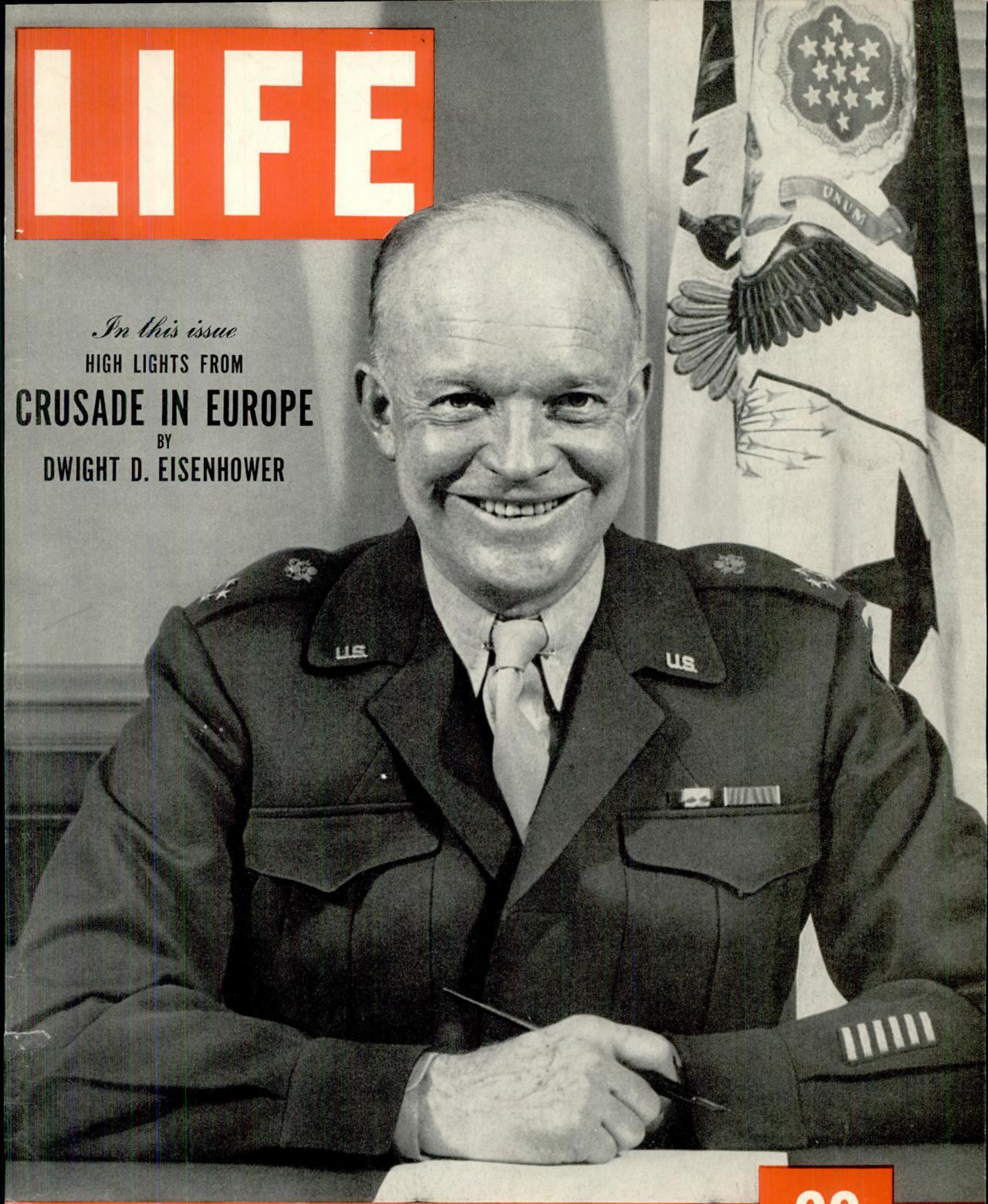


LIFE

In this issue
HIGH LIGHTS FROM
CRUSADE IN EUROPE
BY
DWIGHT D. EISENHOWER



DECEMBER 13, 1948

20

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person to person!

No need to write a card—these handsome Cannons *say* you picked them specially for her! How she'll love their holiday colors—their huge, soft luxury—and of course the personal note of her own proud initials! Your store will provide monograms at extra cost—and show you scores more Cannon towels with magic Christmas touches. Gift sets, too! Cannon towels are priced from about 39c to \$2.95.

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Easiest riding

B.F.G. MUD-SNOW
Best traction



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B.F. Goodrich

FIRST IN RUBBER

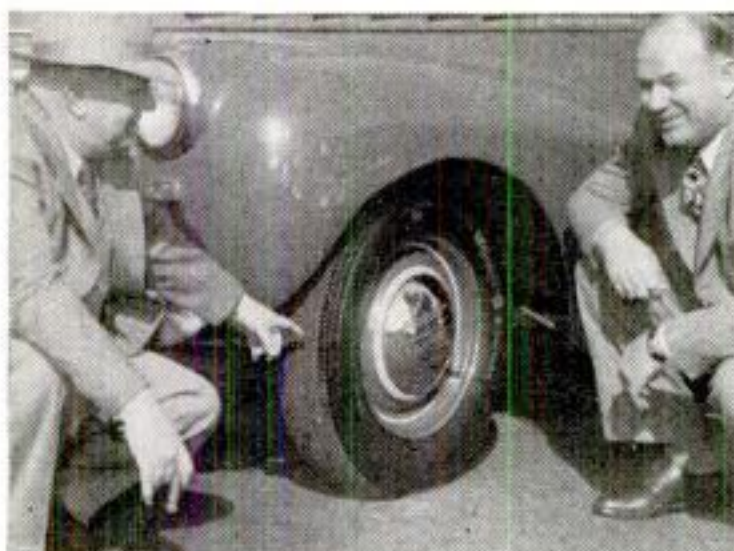
*that's why users get **MORE MILES** with B.F. Goodrich tires*



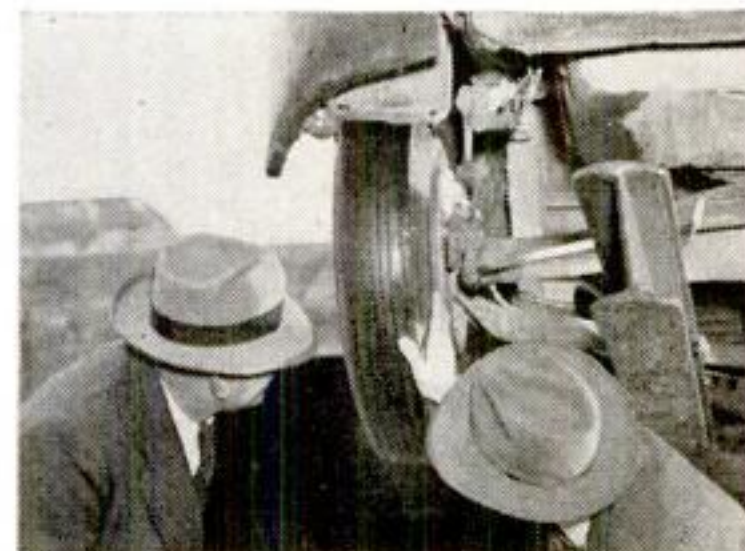
1. THIS B. F. GOODRICH SILVERTOWN has rolled up 46,687 miles in tough, stop-and-go cab service, reports D. J. Sanders, Junction City, Kans. The B.F.G. tread travels farther because it's wider, more level. There's more tread surface on the road. Weight and wear are *evenly* distributed.



2. H. E. REEDER of Bloomington, Ill., inspects a B. F. Goodrich Silvertown which he has driven 60,801 miles. Besides extra mileage, B.F.G. tires give you more safety too. The stronger cord body takes bumps and road shocks better, resists blow-outs. The tread grips the road more firmly.



3. RAY ANDERSON of Los Angeles, Calif., writes that this B.F.G. Silvertown—with 34,112 miles on it—looks like "it will deliver 15,000 miles more." And that means thousands more comfortable miles, too—because riding tests prove B.F.G. tires ride smoother than other regular tires.



4. TAXI FLEET OWNER "Tex" Martin of Pelly, Texas, examines a B.F.G. Silvertown that has gone 55,000 miles. You get more with *any* B.F.G. tire because B.F.G. research—now backed by the world's greatest rubber research center—pioneers the newest and best in tires.



When Christmas Time is Sentinel Time



Autocrat

This is a sturdy reliable chromium-plated Pocket Watch with clear non-breakable crystal. It has smart outside black enamel numeral dial and modern, dial-type second indicator. It costs only \$2.75.



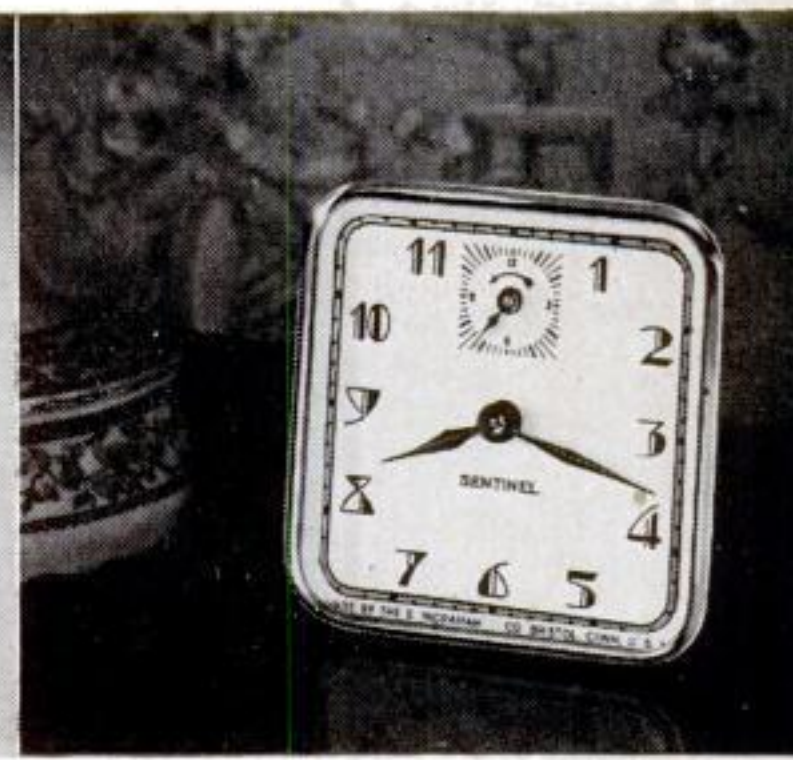
Cameo

This beautiful Wrist Watch has 10 kt. rolled gold plate bezel, stainless steel back, raised numeral metal dial, clear view crystal and pigskin strap. Moderately priced at \$7.95.



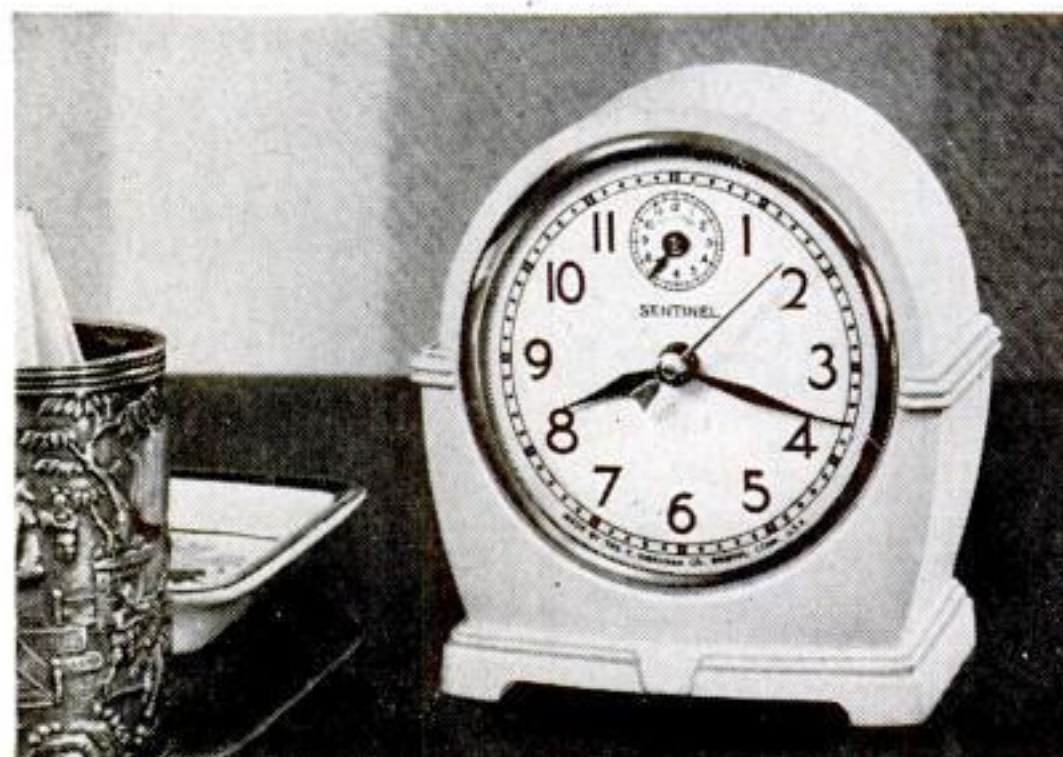
Wayfarer

This smart traveler is a chromium-plated Pocket Watch fitting snugly into a stand-up metal frame that folds flat in a genuine leather case, red, blue, tan or black. Only \$4.95.



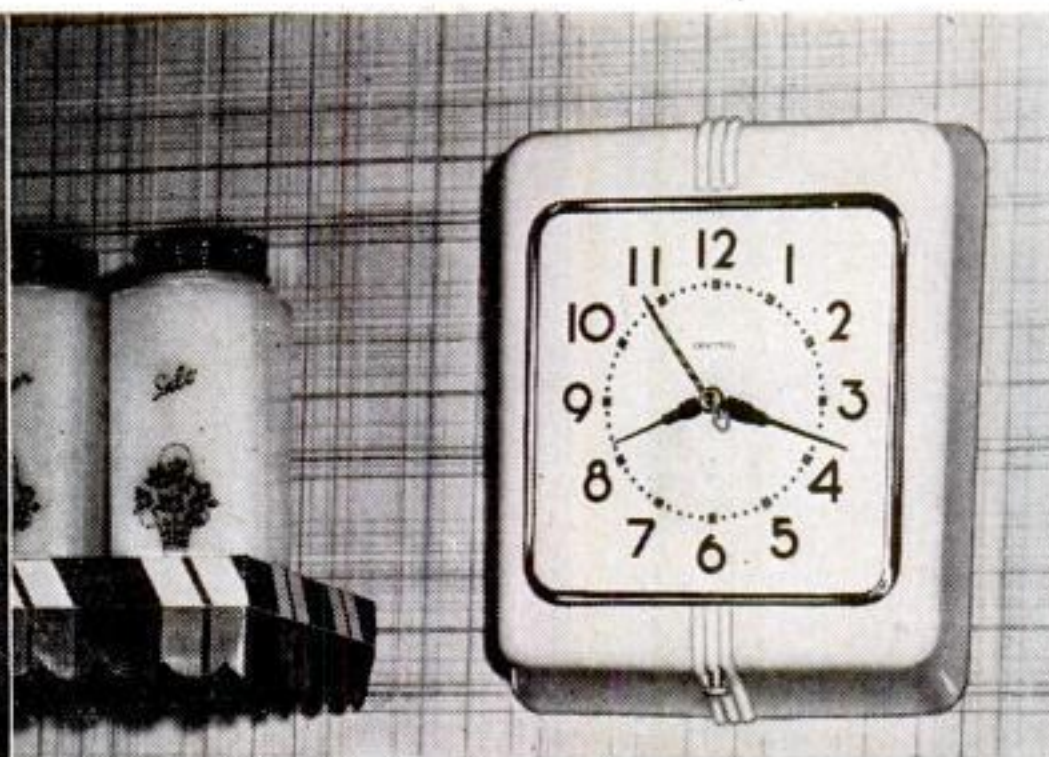
Princess

Here is a tiny smartly designed 1-day Alarm Clock only 3 1/4" square; in gleaming ivory finished case with brass plated dial frame and hands. It has a single wind for time and its cheerful bell alarm. Only \$3.50.



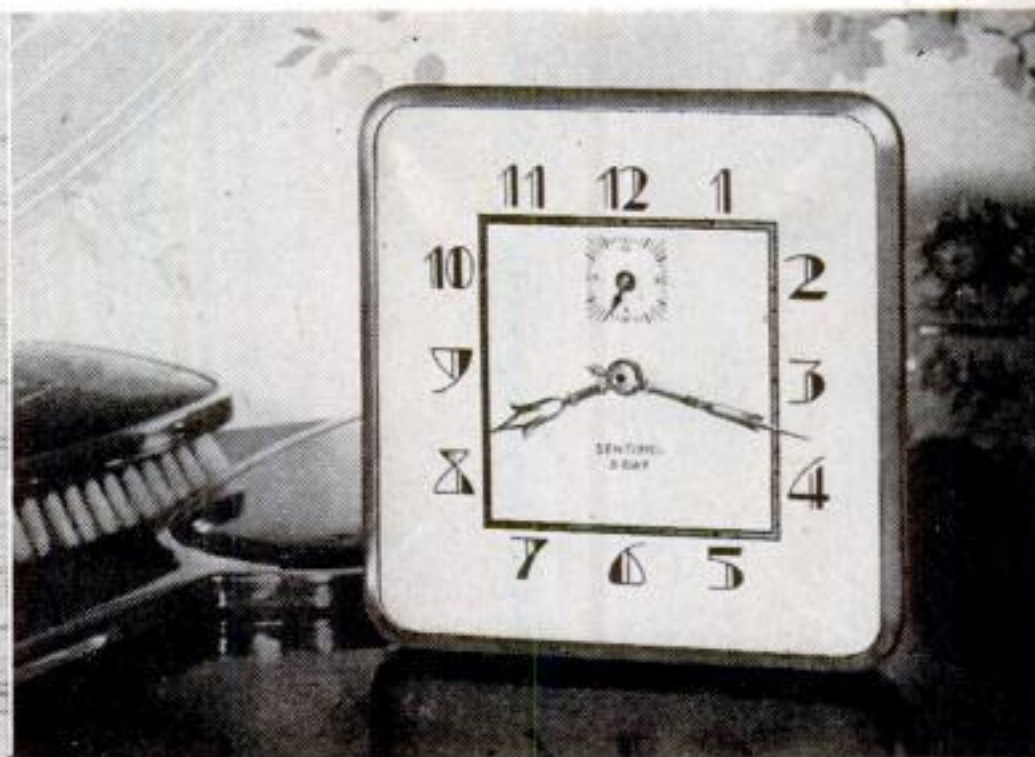
Lyric

This smart and graceful miniature self-starting electric Alarm Clock has die-cast metal case, finished in glossy durable ivory baked enamel, 4 1/4" high; has pleasant 1-2-3 alarm. Price \$4.95.



Kitchenette

An "easy-to-see" self-starting electric Kitchen Clock in streamlined, forward tilted, white or red plastic case with chrome-plated dial frame and convenient bottom set, 7 1/2" high. \$4.95.



Liberator

Beautiful 8-day Alarm Clock whose watch-type escapement assures quiet operation. Clear bell alarm, smooth glossy ivory finish case with brass plated dial frame; distinctive hands. Only \$4.50.

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"IRELAND

was Thrilling after that Hand Kiss"



An Irish Hunt is exciting. Such beautiful horses—so silky. "I know what's silkier," my Irish cousin said; and—goodness, he kissed my hand. Peter (this boy from home) snorted. But...

At Blarney Castle, Peter found his tongue. "Your hands are softer than silk," he said. Jergens does keep my hands soft... But Peter said much, much more...



"Is it just Blarney you're talking, Peter?" I asked him. But it's all true, he says. He wants to hold my soft hands all his life.

Soft, white hands... Jergens-smooth hands... are hands to be held, admired... kissed!

You can have even softer, smoother hands now with today's finer Jergens Lotion. It's two ways better, thanks to discoveries in skin care. Today's Jergens Lotion not only keeps your hands silkier, softer than ever, but it protects their loveliness so much longer.

In Hollywood—the Stars prefer Jergens Lotion 7 to 1 over any other hand care in the world!

Many doctors use two special ingredients to help smooth and soften the skin. Both these fine ingredients are in your Jergens Lotion. It's a joy to use, too, because Jergens Lotion is never oily... never sticky! Still 10¢ to \$1.00 (plus tax) for today's even finer Jergens Lotion. So if you care for your hands—use Jergens Lotion!

USED BY MORE WOMEN THAN ANY OTHER HAND CARE IN THE WORLD



For the Softest, Adorable Hands, use Jergens Lotion

This One



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BY GENERAL DWIGHT D. EISENHOWER

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The story of a man and a miracle, notable for its unconscious revelations of the warm rich personality of the author, and written "with an absence of vanity which is epic"... This is a book you will deeply enjoy now, and also treasure for future re-reading, to recall the historic times we have all lived through



Photo by
FABIAN BACHRACH

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Wonderful! . . . TOAST "POPS UP"

OR "STAYS WARM" INSIDE !

Toast when you want it!



If you're ready when your toast is . . . fine! The new General Electric Automatic Toaster will pop it up! If you're not—set the control knob, and a special built-in device will keep your toast warm.

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Again G.E. leaves it up to you. Have your toast *your way* . . . light, medium or dark. Just set the control knob and this G-E wonder does the rest . . . *uniformly* . . . from the first slice to the very last!

A "snap" to clean!



The Snap-in Crumb Tray whisks in and out. No more turning upside down to *empty* crumbs! Cleans in a speedy 10 seconds! No trouble at all! General Electric Company, Bridgeport 2, Conn.

Toast to your taste—every time!

GENERAL  ELECTRIC

LETTERS TO THE EDITORS

CHINA

Sirs:

As a Chinese, I deeply appreciate and respect the opinions you expressed in your editorial "Disaster in China" (LIFE, Nov. 22).

MRS. T. F. TSIANG

New York, N.Y.

Sirs:

. . . Amid the conflicting reports about the situation in China there are some fundamental facts which we dare not overlook except at our ultimate peril.

If the Communists are permitted to overrun China, our position in Korea will become impossible and our situation in Japan will be very precarious. Moreover aid to Europe, Greece and Turkey is holding the line against Soviet aggression in the West, but we are allowing the line to crumble in the East because our aid to China is too little and too late. Much of this is due to failure to think the problem through, even in high places. Congressman Walter H. Judd, who lived for many years in China, said on June 19, "In addition to the carefully planned and executed attempts to destroy the government in China, there has been an equally skillfully executed plan to destroy the government of China abroad—that is, to discredit it by a systematic, organized propaganda campaign, in the U.S. and elsewhere. It too began in March 1944, just after Russia made the agreement with Japan which freed the Japanese troops to move from Manchuria down into China."

It is charged that Chiang Kai-shek is incompetent. But he fought the Communists for 10 years (1927 to 1937), the Japanese for eight years (1937 to 1945) and now has been fighting the Communists for nearly three years. It is said that the Chinese government is corrupt and its friends will admit that there are corrupt people in it. The same may be said of political parties here and abroad.

It has been unjustly charged that Chiang Kai-shek has not cooperated with the U.S. On the contrary it is we who have from time to time imposed or attempted to impose impossible conditions on him. At Yalta the Soviets were given Port Arthur and other Manchurian concessions without consulting Chiang Kai-shek. General Marshall was sent to China on an impossible mission to force a coalition government between the Kuomintang and the Communists. More recently Ambassador Stuart is reported to have urged the same thing, in spite of the tragic history of coalition governments in Czechoslovakia, Hungary and France which included Communists.

Aid to China has been about one-ninth of the aid to Europe for a comparable area and population. Chinese officials recently said that 95 surplus P-51 and P-47 fighter planes, purchased here last July and being reconditioned at Dallas, Texas, might reach the fighting fronts in China "some-time early next year," yet we have seen what a comparatively few planes did in the battle for Suchow.

Every thoughtful American should urge the President and Congress to authorize as quickly as possible increased aid to China, including military equipment and military training personnel as was done in Greece and Turkey. Assistance should also be given to groups like the Flying Tigers who wish to aid China personally.

In 1899 Secretary of State John Hay

CONTINUED ON PAGE 8

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Many Adorable Models From Which to Choose! Lovely Colors!

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★ *Mother!* SEND DATE OF YOUR BABY'S BIRTH TO WELSH CO. FOR AN INTERESTING HOROSCOPE. ★

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NO BLOTTER NEEDED
Uses quick-drying ink (writes dry) or regular ink. Exclusively designed.

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Patented ink control under hood, keeps the 14 Karat gold point moist—for instant touch and flow!

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"During years of motion picture making I have read many thousands of stories in a constant search for new screen material. A rare few, almost miraculously, seemed to combine all the elements of great entertainment. 'THE BEST YEARS OF OUR LIVES' was one, and soon you will see another — 'ENCHANTMENT'.

The moment I read the story as 'A Fugue In Time' in The Ladies' Home Journal, I knew that this was it. Its thrilling romance, gripping drama, warmth and tenderness seemed to demand screen production. From the first pre-production conferences right down through the final editing, everyone associated with the film caught that same feeling. Stars, writers, director, technicians—they all were sure that this was something rare in motion pictures, a true screen "natural."

No effort was too great, no detail too small to deserve

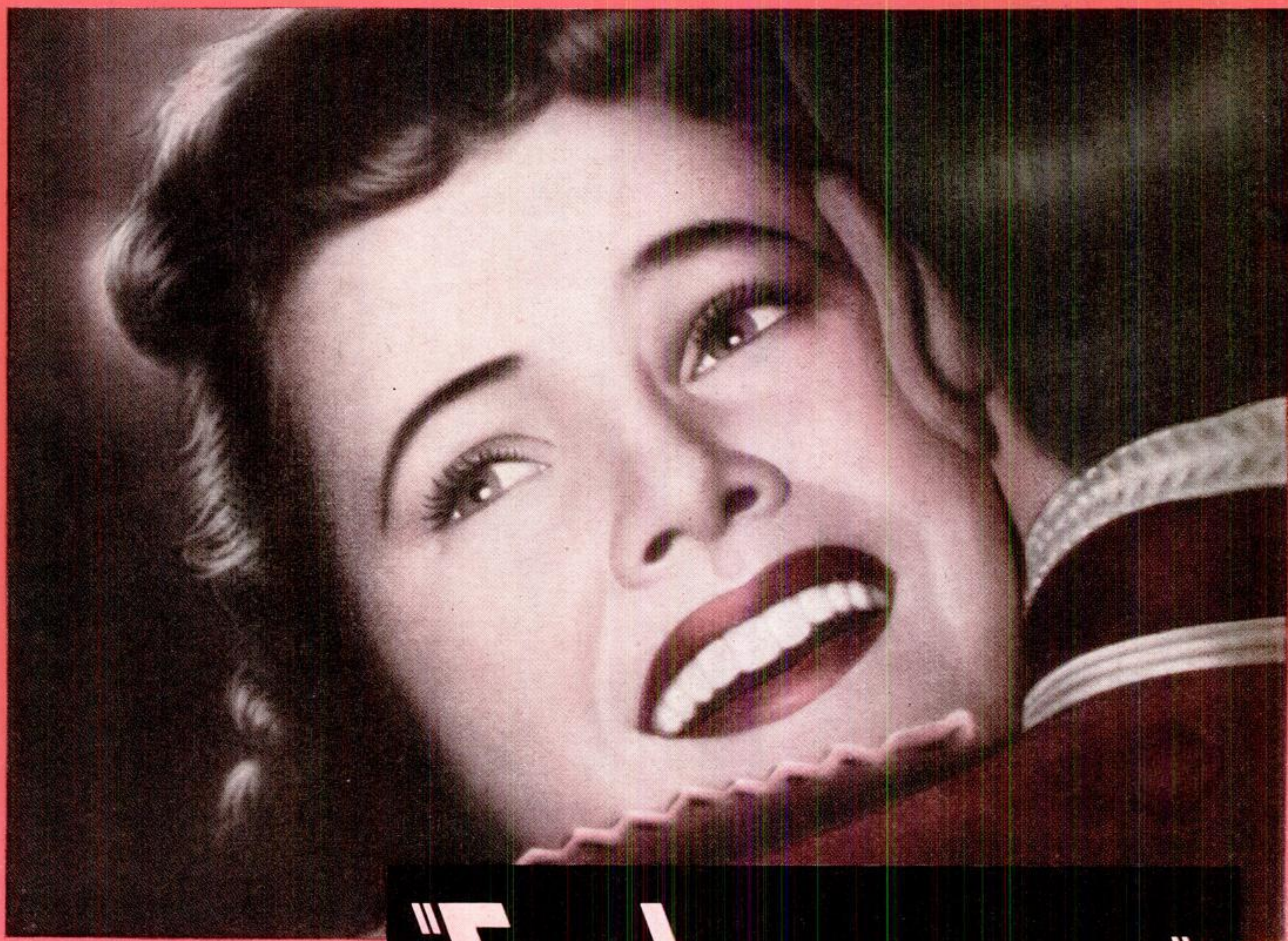
all the care and talent each could command.

As a result, 'ENCHANTMENT' is a film I am as proud of as any I have ever made—a pride that is justly shared by everyone who was connected with its production.

One word more; in 'ENCHANTMENT', in addition to a distinguished cast starring David Niven, Teresa Wright, Evelyn Keyes, Farley Granger, Jayne Meadows and Leo G. Carroll, you will have the pleasure of discovering a great new star, young Gigi Perreau. I'm sure you will find her as exciting and refreshing as the motion picture that brings her to the screen.

See 'ENCHANTMENT'. I think you will agree that it's **JUST ABOUT THE MOST WONDERFUL LOVE STORY EVER FILMED.**"


SAMUEL GOLDWYN



SAMUEL GOLDWYN

presents

"Enchantment"

STARRING

DAVID NIVEN • TERESA WRIGHT • EVELYN KEYES • FARLEY GRANGER

Screen Play by John Patrick • From the Novel by Rumer Godden • Directed by IRVING REIS • Released by RKO Radio Pictures, Inc.

Holiday Gift of Good Health



SNO-PAL GAYTEES
for girls and children.
Lightweight, fleece
lined; fur cuffs. KWIK
slide fastener. Brown,
red, white.

**GRENADIER GAY-
TEES, below, for girls
and children. Over-the-
shoe boots with KWIK
slide fastener. Brown,
red, white.**



**GOSSAMER SUEDE
OXFORDS, below, for
smart town clothes.
Black or brown.**



**MEN'S U. S. ROYAL
HUNTING BOOTS.**
Shockproof insole, cleated
sole. Grass green.



STORM RUBBERS
for children. In white
—fresh looking in rain
or snow.



U.S. Gaytees
Fashion Over-the-Shoe

UNITED STATES RUBBER COMPANY
ROCKEFELLER CENTER, NEW YORK

Serving Through Science

LETTERS TO THE EDITORS

CONTINUED

said, "The storm center of the world has gradually shifted to China. Whoever understands that mighty empire—socially, politically, and economically and religiously—has a key to politics for the next 500 years."

FREDERICK C. MCKEE
Pittsburgh, Pa.

THE COST OF LIVING

Sirs:

For some time I have been hankering to put in my oar about this rent control business and now one of your readers, John Starbuck of my own state, has mentioned it as one of the reasons for his not voting for Governor Dewey (Letters to the Editors, LIFE, Nov. 22). Doesn't Mr. Starbuck realize that every time the rent control bill has been about to expire, Dewey has issued a statement that he is ready to step in and freeze the rents in his own state of New York?

The same Republican Congress which passed that 15% increase in Mr. Starbuck's rent at the same time froze him into a position where he is assured of a roof over his head whether his landlord wants him there or not.

When you realize that the prices of coal, fuel oil and repairs have doubled since 1940, you must admit that Mr. Starbuck's landlord's expenses have increased considerably more than the mere 15% extra he is now paying. And yet he feels it unfair that his landlord should be collecting this drop in the bucket.

Please understand I am not recommending the lifting of the rent controls. All I ask is a bit more sympathy and understanding for the forgotten underdog—your landlord.

Please withhold my name as I have very good tenants, and we get along fine.

NAME WITHHELD

Yonkers, N.Y.

Sirs:

John Starbuck may have solved the mystery of how Mr. Truman was elected, but the means by which he reached his conclusion hardly showed the clear-thinking characteristic of a Republican.

Mr. Truman's platform plank of supporting the farmer's grain prices will do more to keep milk at 25¢ a quart and eggs at 95¢ a dozen than anything Mr. Dewey promised or did not promise. As for 15¢ cigars Mr. Starbuck should consider himself lucky if he can get to Washington, D.C. once in a while and buy himself a pack at that price, for as far as I know cigars are at least 20¢ in most states, including my own, and not just in Mr. Dewey's state. Also I dare say that Mr. Dewey has very little to do with that federal revenue stamp which is on every pack of Mr. Starbuck's cigars. It represents a major portion of the tax being paid on them.

EMMONS E. SMITH

Wayne, Mich.

THE BROWNIES

Sirs:

As you said in your story of an anniversary (LIFE, Nov. 22) Girl Scouting has become a serious business today. But 36 years ago when I wore the first lieutenant's uniform in New York City, its appearance amused little boys very much.

While going to our troop meeting one night, I passed two small fry who were sitting on the steps of the Clara de Hirsch School and one said to the

CONTINUED ON PAGE 10



A blissfully mellow . . . mild and gentle . . . tobacco that's been aged for years in oaken casks?

Then you'll like—



Try it today
15¢

A smoke of rare savor . . . taken from an old "recipe" . . . a flavor that's nut-sweet and full-bodied?

Then you should try—



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THESE PRODUCTS OF F. LORELLARD COMPANY
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DELICIOUS! NUTRITIOUS!

**Manley's
Hi Pop
POPCORN**



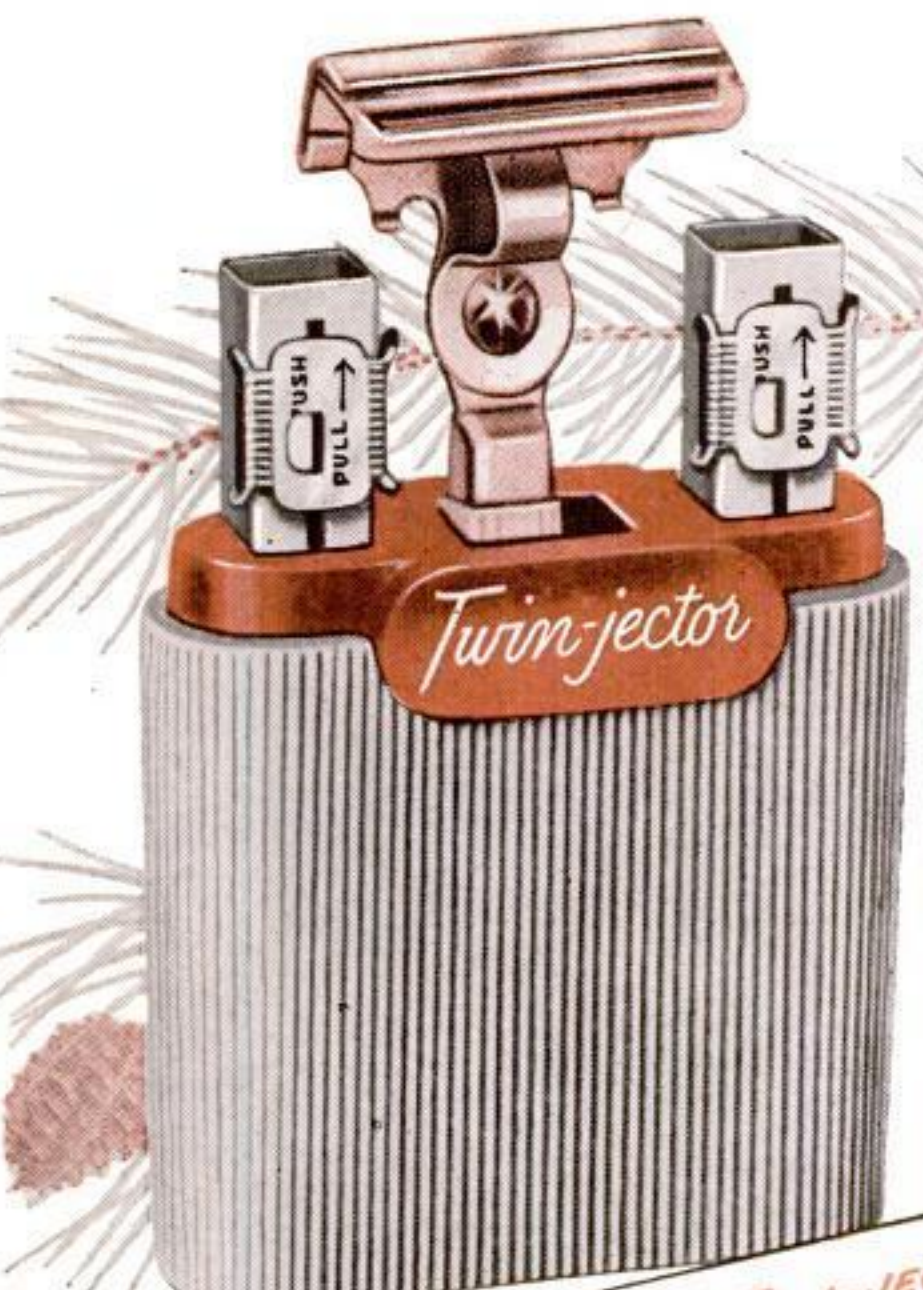
IN BAGS OR BOXES
FRESH FROM Manley
POPCORN MACHINES

IN PACKAGES FOR
POPPING AT HOME

Get hot, fresh, delicious Hi Pop Popcorn anywhere—the Nation's popular food confection. Served from sparkling Manley Popcorn Machines at your movie theatre and variety store or wherever good popcorn is sold. Ask your food store for Hi Pop in the red and white candy cane package. Make your own popcorn at home. Remember—Hi Pop is the same fine corn movie shows feature.



This Christmas— EVERSHARP-SCHICK PRESENTS... 5 Gifts that "Click"!

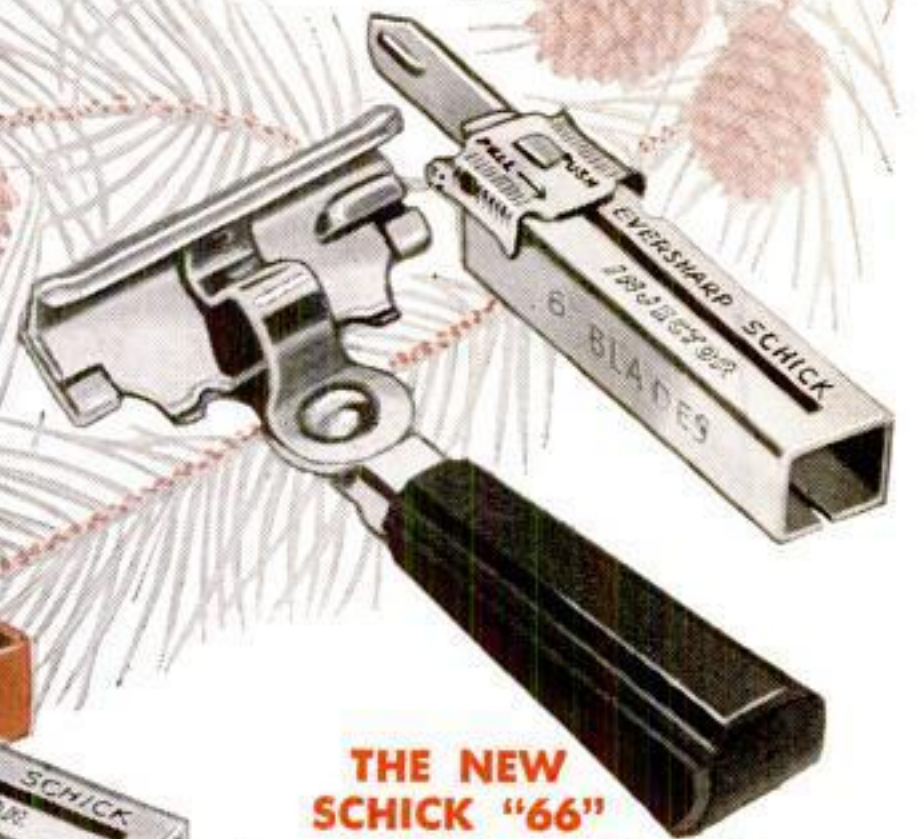


THE "TWIN-JECTOR"
Doubles his Christmas joy! De Luxe Razor, 2 injectors, 40 STRONED* blades! In smart home or traveling container. Stands upright on shelf for extra convenience. Handsome Christmas package... a \$2.50 value...
SPECIAL — ONLY... \$1.95



DE LUXE SET

In colorful Christmas package. With 20 STRONED* blades... a \$1.75 value... only... **\$1.25**



THE NEW SCHICK "66"

A wonderful, inexpensive stocking-stuffer. Same fine shaving action as higher priced models. With 6 STRONED* blades—only... **66¢**



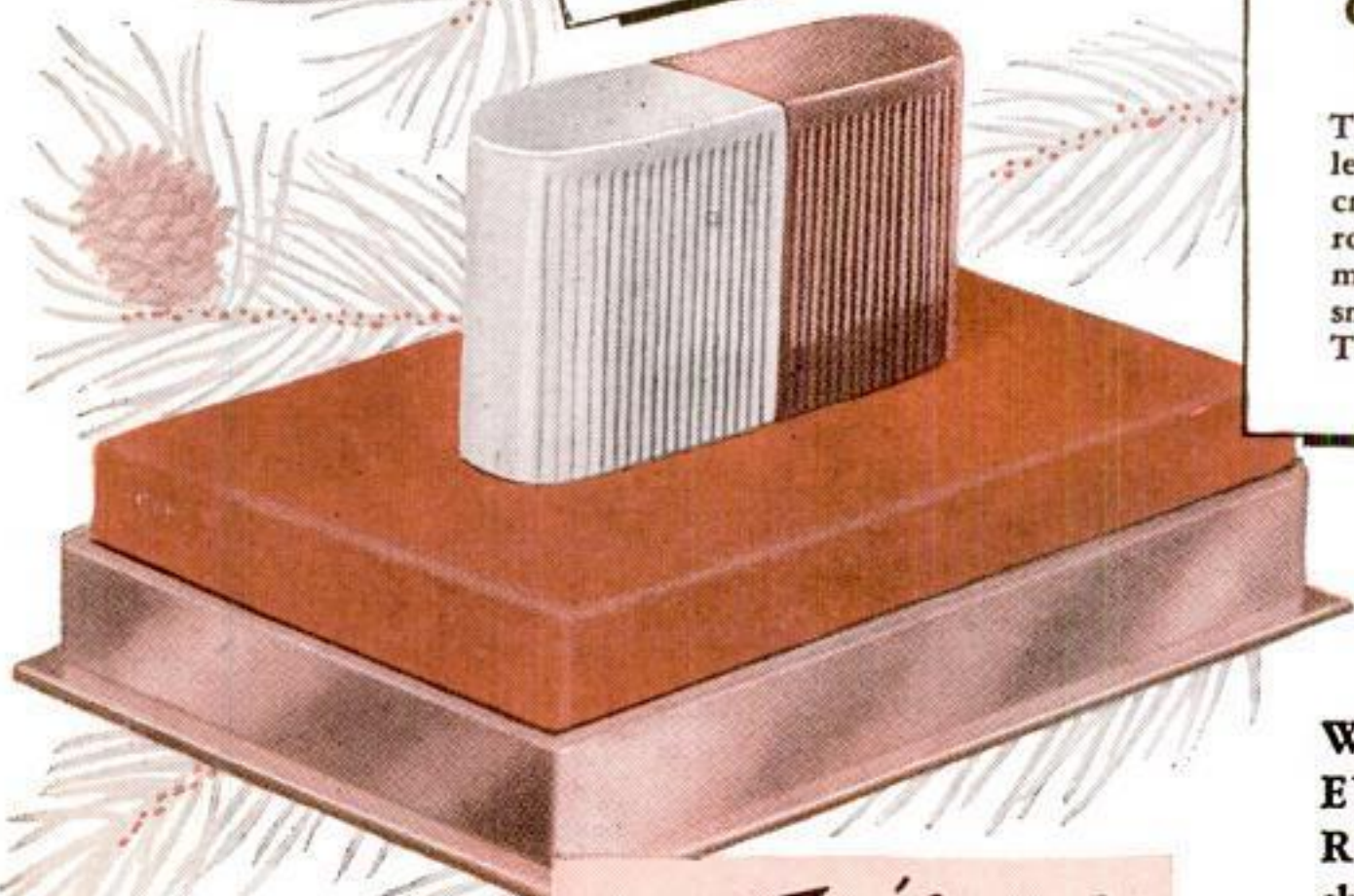
THE "DEB"

Smart, modern plastic, in choice of high-fashion colors: powder blue and white, lipstick red and white. With 10 STRONED* blades... **\$2.49**

-and for Her!

ONLY RAZORS EVER CREATED TO MAKE LEGS LOOK MORE BEAUTIFUL

They slick away unwanted hair on legs and underarms—even without cream or lather. No scraping, no roughened skin. Positively does not make hair grow coarser. Only razors smart enough for her dressing table. Truly superb gifts!



FASHION RAZOR

Richly designed in the colors of gold and white... with 10 STRONED* blades... **\$3.95**

*They're
STRONED!*



*Not just honed like ordinary blades... but both stropped and honed—stropped on 30 feet of leather! Sharper, faster, smoother—because they're STRONED!

WORLD'S ONLY RAZORS WITH AUTOMATIC BLADE CHANGER

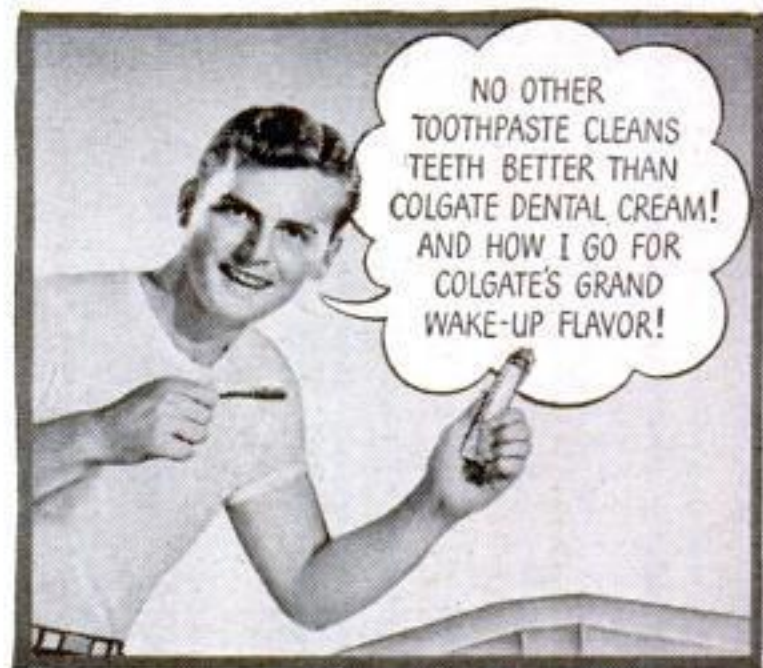
Whether you give the ladies' or men's EVERSHARP-SCHICK INJECTOR RAZORS, you give the ultimate in shaving comfort and convenience. They banish forever your four biggest shaving nuisances. Think of it! No blades to unwrap. Fingers never touch the blade... so you can't cut fingers. Just push-pull-

click-click... change blades that quick! Out goes the old blade... in goes the new! Nothing to take apart or put together. To clean—simply rinse, shake and put away. And EVERSHARP-SCHICK gives the world's fastest, safest, cleanest shaves.

Buy an EVERSHARP-SCHICK—as a Christmas gift for him or her—today!

EVERSHARP-SCHICK INJECTOR RAZORS

She Won't Letcha / Betcha!



Always use COLGATE DENTAL CREAM after you eat and before every date

LETTERS TO THE EDITORS

CONTINUED

other, "I wonder what the G.S. on her hat means." "Why Ginger Snaps of course," the other boy said. His reply was later responsible for calling the very young scouts Brownies.

R. GALEAZZI RISPOLI
Troop 1 Lily-of-the-Valley of
New York City 1912
New York, N. Y.

● Scout Rispoli's explanation is picturesque but inaccurate. The Brownies, originally called Rosebuds, were so named in England. Like the sprites after whom they are named, the junior scouts are supposed to be "busy, useful little people."—ED.



LIEUTENANT RISPOLI

DPs

Sirs:

Editorial orchids to LIFE for the enlightening "America Gets First of 200,000 DPs" (LIFE, Nov. 22). I have had personal experience with DPs of various nationalities, the majority of whom, after undergoing all hardships, could still smile sincerely. I learned that they all long for one thing—the chance to work and receive a fair return for their efforts.

The question used to be "DP or not DP?" That has now been answered by our sympathetic, unselfish people. Let's admit as many as possible. They can take care of themselves.

DAVID L. CERSHEL

Pittsburgh, Pa.

Sirs:

You state "Dr. Joachim Bronny of Poland had planned to go to Fairchild, Wis. where the doctorless townspeople had hopefully prepared a home for him. But when he reached New York he found that the Wisconsin State Medical Board will not let him practice medicine there."

All I want to know is: Why?

SAM SWITZER

New York, N. Y.

● Wisconsin law prohibits any non-citizen doctor from practicing. The American Medical Association endorses this provision on the grounds that "the laws . . . were not adopted for the protection of the medical profession, but for the protection of the American people against unqualified and incompetent doctors. . . . Europe was completely shut off from scientific information developing elsewhere in the world during the years 1939 to 1944. Foreign doctors know nothing whatever of the development of antibiotic drugs, of new methods of anesthesia and of any other new medical techniques which have been developed elsewhere. . . ."

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"Exquisite as America's Beauties"

A distinguished creation: 17 jewels, with stunning hand lapped, bright polished case, and the flattering high dome crystal. Irresistible value!



Designed for the active man . . . 17 jewels, with heavy rock crystal. Steadfast accuracy.

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NEW LEISURE SHOE FOR MEN



\$9.95

The Perfect Christmas Gift

Any man on your list will welcome a pair of Winthrop In-n-Outers . . . the secret to loafin' in luxury. Cushion-cork platform and crepe or leather sole.

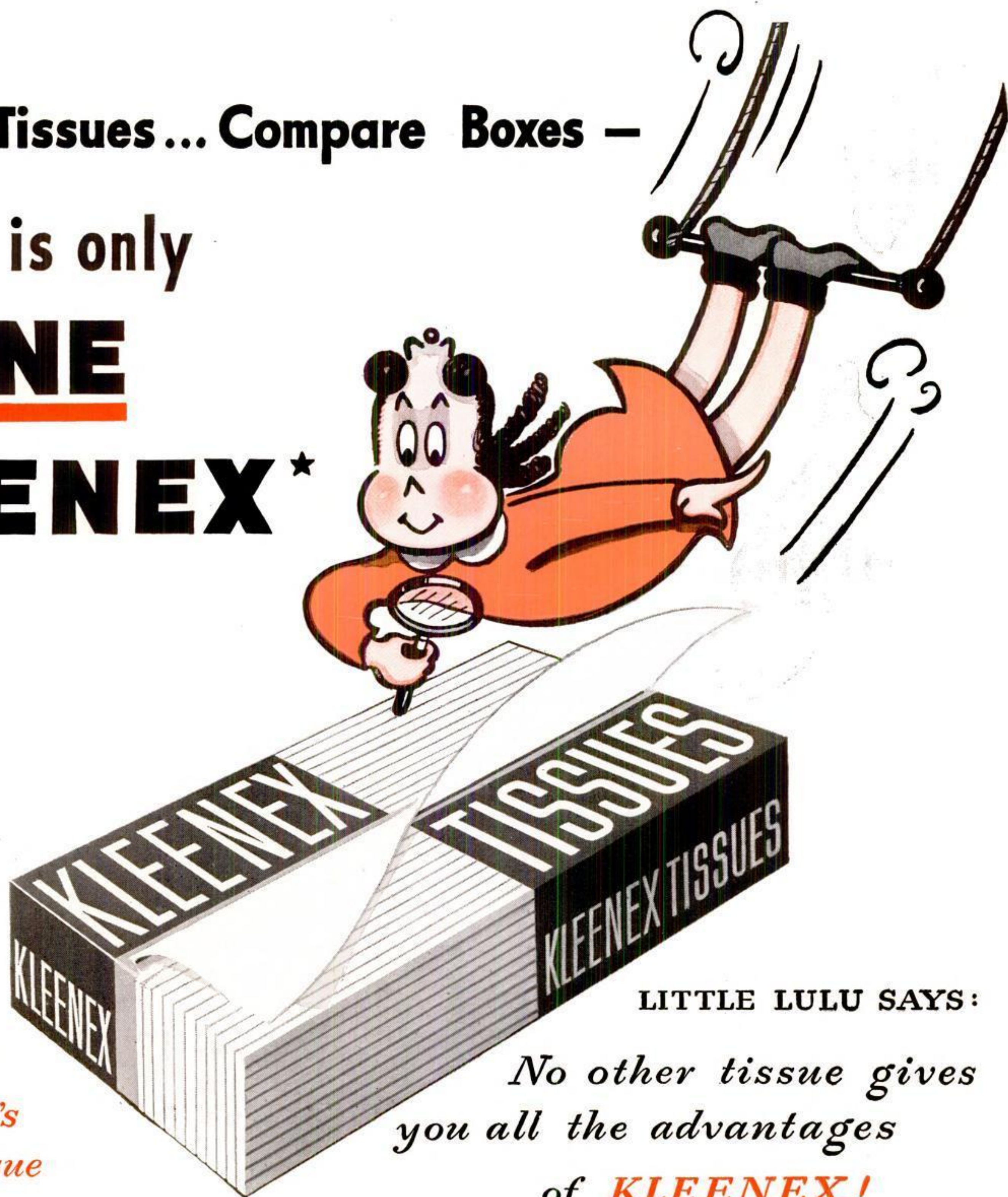
See your Winthrop dealer for gift package.

WINTHROP SHOE COMPANY
DIV. INTERNATIONAL SHOE COMPANY • ST. LOUIS

CONTINUED ON PAGE 12

Compare Tissues... Compare Boxes —

There is only
ONE
KLEENEX★



LITTLE LULU SAYS:

*No other tissue gives
you all the advantages
of **KLEENEX**!*

*America's
Favorite Tissue*



With Kleenex you save time, trouble, tissues.

Pull just one double tissue at a time.

Next one pops up ready for use!

*T. M. REG. U. S. PAT. OFF.

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TruVal
SHIRTS • PAJAMAS • SPORTSWEAR

He will love TruVal Shirts and Sport Shirts

Dress Shirts from \$265 to \$495
Sport Shirts from \$395 to \$1350

If he's young—or young in spirit—he will fall head over heels in love with TruVal Shirts, Pajamas and Sport Shirts. The latest 1949 styles and patterns, bright or subdued colors, loomed for long wear—an astonishing large, handsome and completely satisfying variety for you to choose from and tailored to the manner born of a 75 year heritage of quality.
TruVal Manufacturers, Inc., 261 Fifth Ave., New York 16. Division of Publix Shirt Corp.

LETTERS TO THE EDITOR

CONTINUED

Dr. Bronny, who approves American efforts to uphold medical standards, is currently working as a psychiatric aide in the Chicago State Hospital. In July he hopes to start on the year's internship necessary before he can apply to the Illinois State Board for a license. By the time this term has ended he presumably will have the first citizenship papers also required by the Illinois board. In order to practice in Fairchild, however, he would have to wait five years, since the Wisconsin board will only accept full citizens. Fairchild's 650 inhabitants continue doctorless.—ED.

Sirs:

I am disappointed to note that despite the tremendous role the International Refugee Organization is playing in the world in the resettlement of displaced persons, your story did not carry a single mention of IRO, not even to the extent of mentioning that it had transported the DPs to New York on one of its chartered ships.

HERBERT MCGUSHIN

International Refugee Organization
Washington, D.C.

Sirs:

I am amazed that Rabbi Isak Haupt was not admitted to the U.S.

It took "some doing" to give up his place to a pregnant woman and return to his unhappy homeland. Americans, long known for their respect for good sportsmanship, should have recognized in this sacrifice the epitome of love of one's fellow man.

It seems to me we should have said, "You're the type of person we want in America."

GEANE SUTHERLAND

Oakland, Calif.

● Rabbi Haupt arrived in Boston Nov. 19, along with Jonas Feuerwerker, for whose wife Haupt gave up his place on the first ship.—ED.

CONTINUED ON PAGE 15

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for one year at \$6.00

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ONE SUBSCRIPTION (new or renewal, your own or a gift) **\$6.00**

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EACH ADDITIONAL **\$4.00**

To order gifts of LIFE at these special rates use the gift order card which has been bound into this issue at page 154.

Mail to LIFE, 540 N. Michigan Ave., Chicago 11, Illinois, or give to your newsdealer. L-12-13

New battery tells you when it's thirsty!



New B. F. Goodrich batteries with "Look 'N See" vent plugs tell you the water level at a glance! Helps you avoid the delays and inconvenience caused by a dry battery. You'll find many other extra quality features that give you more sure starts in B. F. Goodrich batteries. Your B. F. G. dealer will help you pick the one you need. The B. F. Goodrich Company, Akron, Ohio.

SEE YOUR B. F. GOODRICH DEALER



For Quick Relief of COUGHS



Creomulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden phlegm, and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly allays the cough or you are to have your money back.

COUGHS
Creomulsion
Chest Colds...Bronchitis



Bretton "Bretweave" — \$12.50



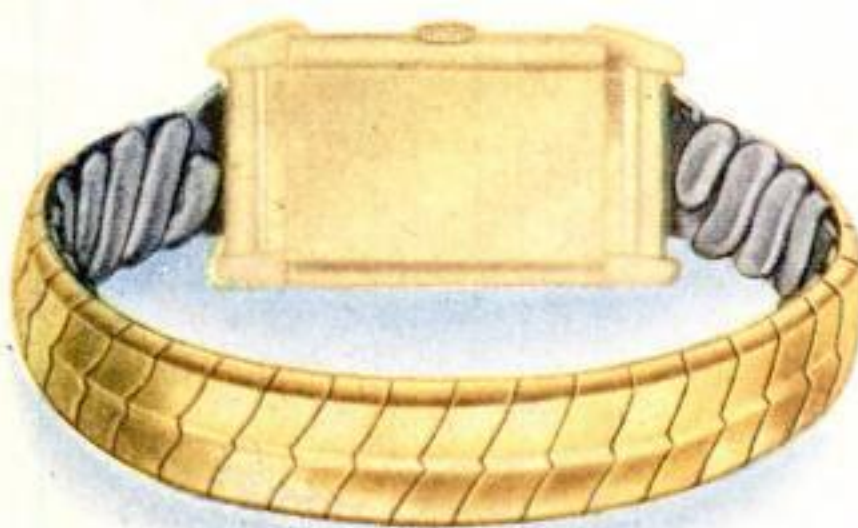
Bretton "Rope" Queen — \$10.50



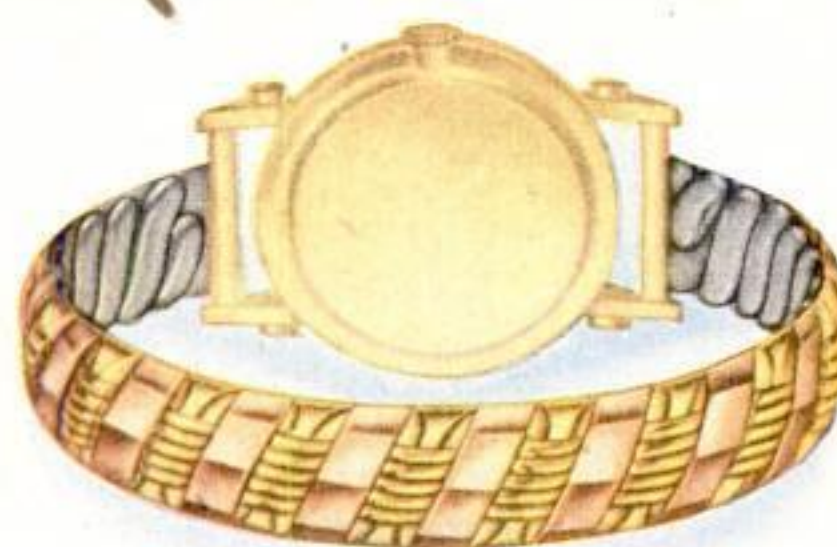
No. 623 — \$9.50



Bretton "Queen" — \$10.50



No. 1227 — \$9.50



No. 1230 — \$9.50



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everyone treasures**

Bretton

first among fine watch bands

People may disagree about watches, but watches and the people who wear them agree that superbly styled, expertly made BRETTON bands supply the supreme beautifying touch. Which explains why more famous watches proudly wear BRETTON bands than any other kind. Giving or getting, there are none finer. Created in yellow, white or pink, 1/20 12-kt. gold-filled. At better jewelers everywhere. Bruner-Ritter, Inc., Fifth Avenue, New York, and Montreal, Canada.

All prices include federal tax

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Gifts by YARDLEY



LAVENDER LOVELINESS . . . \$5. Five bright gifts in the gay-hearted manner. Lavender, Dusting Powder, and three tablets of Lavender Soap. Other Lavender gift sets of special favorites, attractively boxed, from \$3.35 to \$14.75.

Choose gifts you'll delight in giving from distinctive Yardley "collections" of world-wide Christmas favorites . . . gay-hearted English Lavender . . . romantic "Bond Street" . . . the sophisticated new Lotus . . . and refreshing grooming aids for men. Now's the time . . . while selections are at their best. All prices plus tax



LOTUS . . . \$9.50. A sophisticated, colorful perfume. A scent to enchant her gayest evenings. In stunning bottle. Other sizes, \$5 to \$17.50.



HIS FAVORITES . . . \$3.50. Three gifts that a man will use and enjoy. There's the big, handy shaving bowl that will give him months of luxurious lather, plus After Shaving Lotion and Invisible Talc. Other men's sets, \$1.65 to \$8.75.



"BOND STREET" TREASURES . . . \$12.50. Six wonderful gifts in one, all enhanced by the elegant scent of "Bond Street." Perfume, Toilet Water, Dusting Powder, Face Powder, Double Compact, Lipstick. Others from \$3.50.



Yardley products for America are created in England and finished in the U. S. A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, New York City.

THE HOLE IN
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No biting off end
-Draws easily



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BREATHES

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Correct Jewelry
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Cuff link and stud sets
Various designs
\$7.50 to \$15.00

Mother-of-pearl—white for
tailcoat, dark for tuxedo.
Correct in style—convenient
to use with the snap bar cuff
links and bodkin studs.

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FINE QUALITY JEWELRY
since 1866

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Please send me a free copy of your
authoritative Formal Dress Chart.

Name

Address

LETTERS TO THE EDITORS

CONTINUED

NEW YORK GIRL

Sirs:

Can't say I care much for your article on poor little Evelyn Peterson who fled decadent old New York for li'l ole Texas!

I have been a Powers model for five years, probably averaging at least three times Miss Peterson's salary at the Copa, and I resent the obvious insinuation that any model goes through Evelyn's sad and "regretted" experiences! I can't think of one job I regret. . . . I love New York, love my job, have no trouble with "tired businessmen" and find no shortage of nice men.

LYNN CAROL

Baldwin, N.Y.



HAPPY MODEL: LYNN CAROL

Sirs:

There is certainly a lot wrong with our social system—and particularly with our rules of introduction—if a beautiful young woman like Evelyn Peterson can be lonely in a city of seven million people while thousands of personable young men are equally lonely. Perhaps the greatest indication of wrong is the fact that were one of these young men to approach Miss Peterson as she was writing her tear-stained letters in Grand Central Station and say, "You look lonely and I am, too. Let's talk," he would be ejected as a city-slicker wise guy.

Unfortunately people not only build little picket fences around their houses but around themselves as well.

F. H. BERKLEY

Pittsburgh, Pa.

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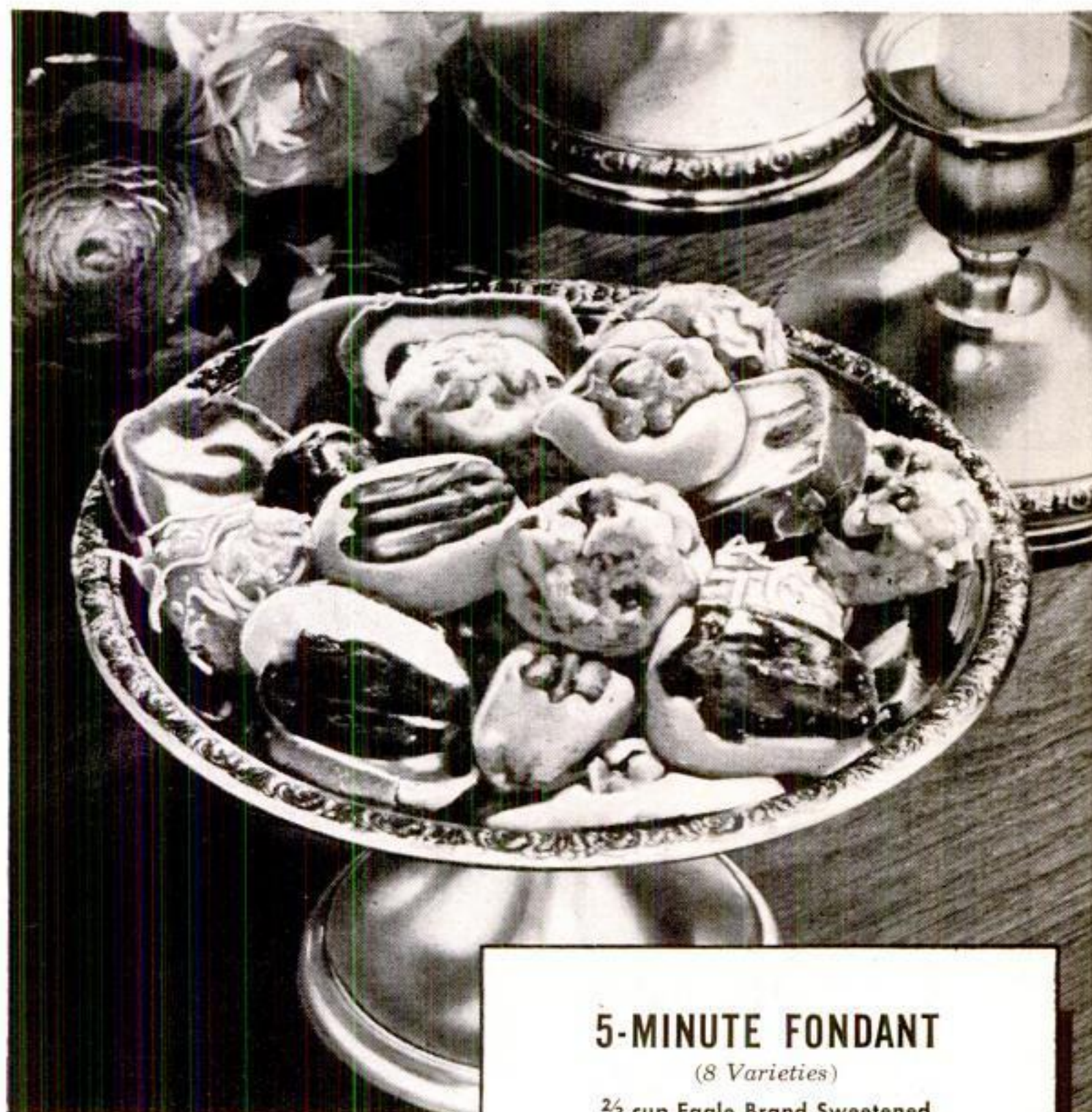
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5-MINUTE FONDANT

Candy without cooking!



5-MINUTE FONDANT

(8 Varieties)

$\frac{2}{3}$ cup Eagle Brand Sweetened
Condensed Milk
1 teaspoon vanilla
4 cups sifted confectioners'
sugar

Blend Eagle Brand Sweetened Condensed Milk and vanilla. Gradually add confectioners' sugar, mixing until smooth and creamy. Result: $1\frac{1}{2}$ pounds of real homemade candy.

Enjoy it plain, or in any of the following varieties: Use fondant between nut meats or as a stuffing for dates. Or form into small balls and roll in chopped nut meats, shredded coconut, grated chocolate, or candied fruit. Or color fondant with vegetable coloring, and flavor as desired with oil of peppermint or oil of wintergreen or lemon, orange, or almond extract—and form into round flat creams; top with nut meats or cherries.

So Quick! So Easy!
An 8-year-old can make it!



Seems almost too good to be true—that you can make candies without cooking, frostings without sugar. Pie fillings that never run. Glamour desserts that are ready in a twinkling. Ice creams that always come out smooth.

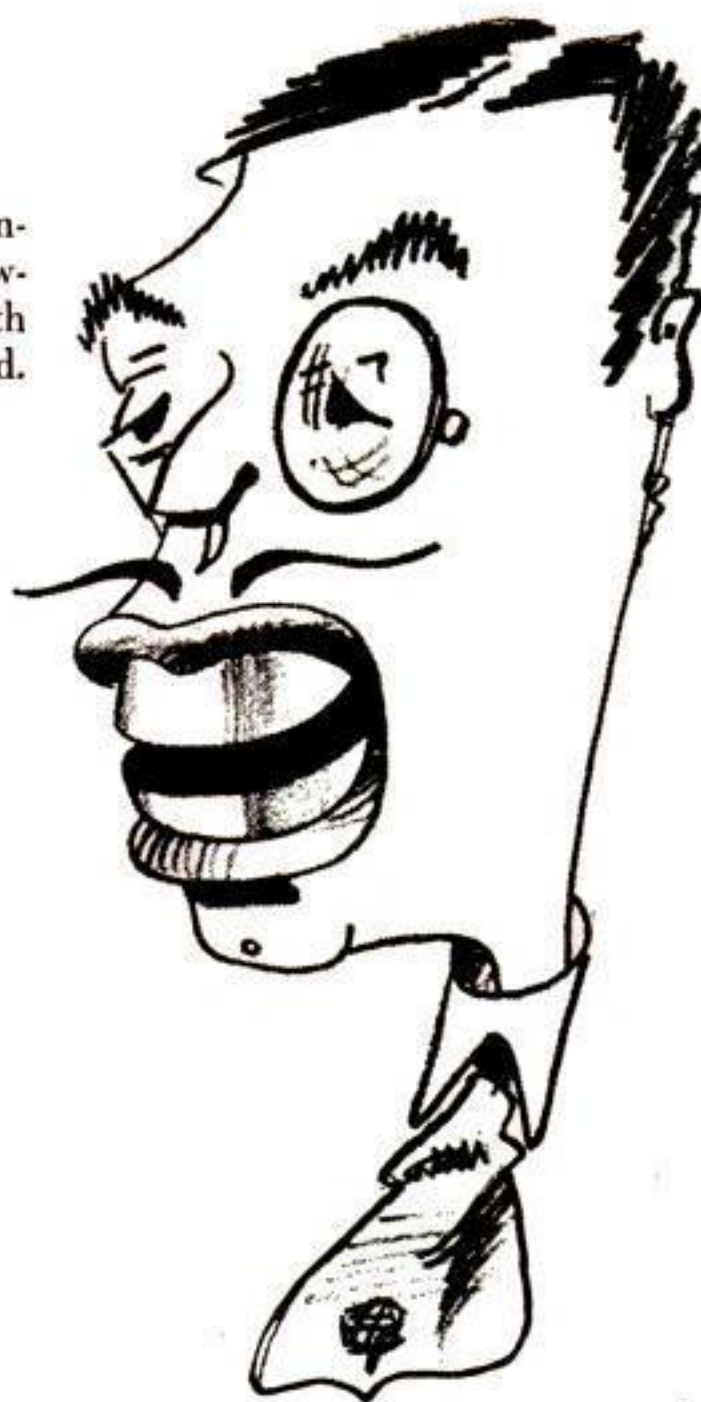
But you can—you can do it with Eagle Brand, the original Sweetened Condensed Milk, made by Borden's. A ready-to-use blend of creamy-rich whole milk and sugar. Smooth—timesaving—tested to give perfect results!

FREE! Eagle Brand Magic Recipe Book—70 tempting dishes that will make your fingers itch to cook—your mouth water to taste! Send post card with name and address to Borden's, Dept. L-128, P.O. Box 175, New York 8, N. Y.



© The Borden Co.

NEW TEETH consist of two continuous blades which will give the chewer maximum efficiency, obviate tooth decay and be a cinch to keep polished.



NEW MOUTH located on top of his head helps suburban commuter who can pour his entire breakfast into his hat, clap it on head and eat it while rushing for the train.

NEW NOSE, long and pointed, spears paper for subway and bus readers who are packed in too tight to lift hands. Wiry hair makes strap-hanging easier.

SPEAKING OF PICTURES...

... A DESIGNER HELPS AN ACTOR TO IMPROVE THE HUMAN BODY



NEW HANDS demonstrated by Tom Ewell serve to clutch hat in high wind.

"Everything in the world today is streamlined and modernized except what needs it most, the human body. . . . It's too bad families can't bring out a new model once a year the way Ford does. . . . Let some first-rate designer like Raymond Loewy try his hand. We'd see something there!"

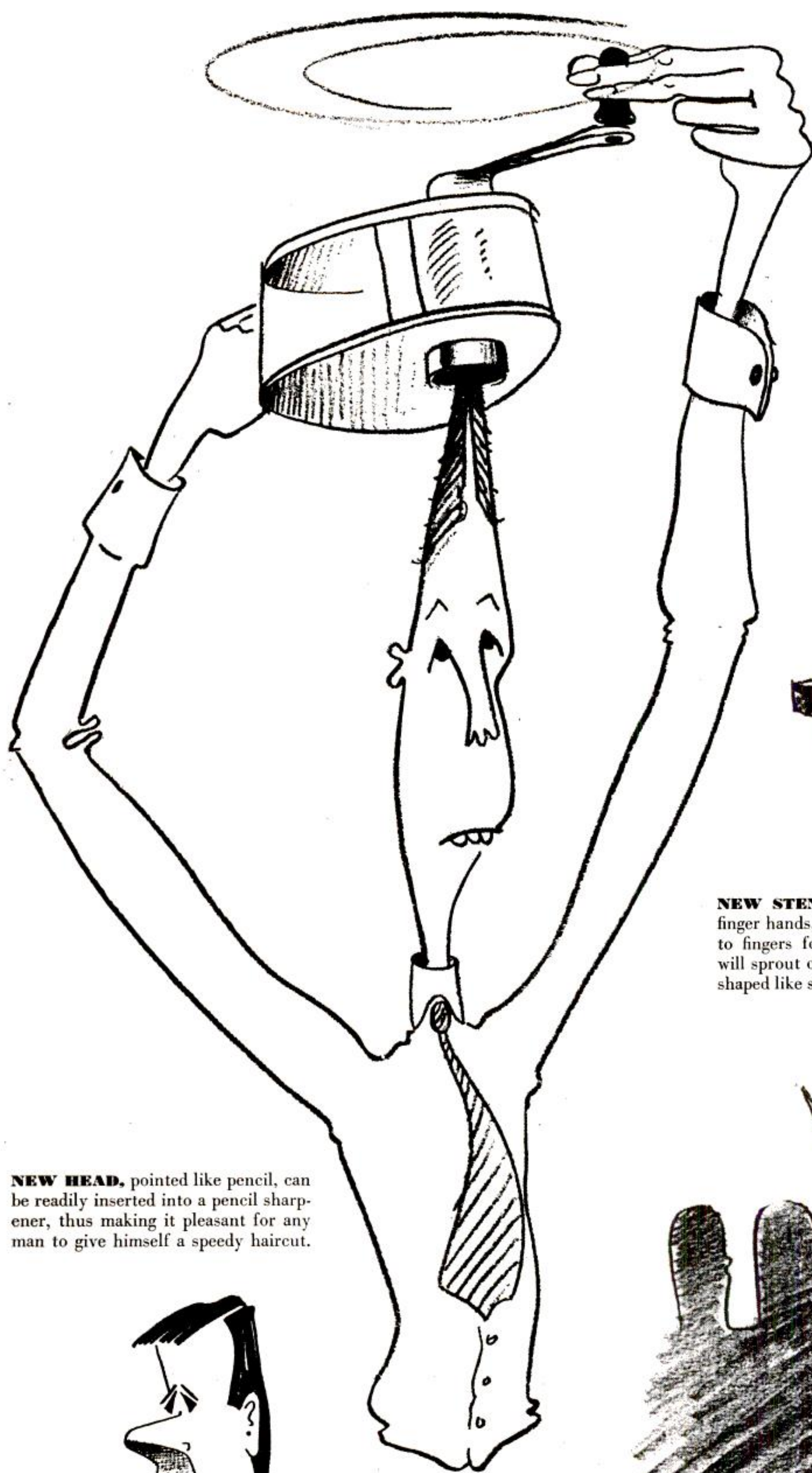
With this fantastic notion Actor Tom Ewell steps before the curtain in the Broadway revue hit, *Small Wonder*, and speculates on the improvements a man like Loewy could make in human anatomy. "Who needs 32 teeth?" asks Ewell. "There's no way a man can keep 32 teeth actively employed. The way it stands now teeth just lie around and decay out of sheer boredom." What we should have instead, says Ewell, is "one

continuous blade, top and bottom (above, center). Then he discusses the advantages of a mouth on top of one's head and an extra eye on the index finger.

When Designer Loewy went to see *Small Wonder* and heard himself mentioned he decided to do what Ewell suggested and try his hand at some human improvements. What he proposes is shown here, along with a photograph of Tom Ewell (inset) who, for demonstration purposes only, has grown an extra pair of hands on his ears so he can grab his hat in rainy, windy weather.

NEW PIPE permanently grafted onto nose helps intellectual smokers who always mislay their pipes.



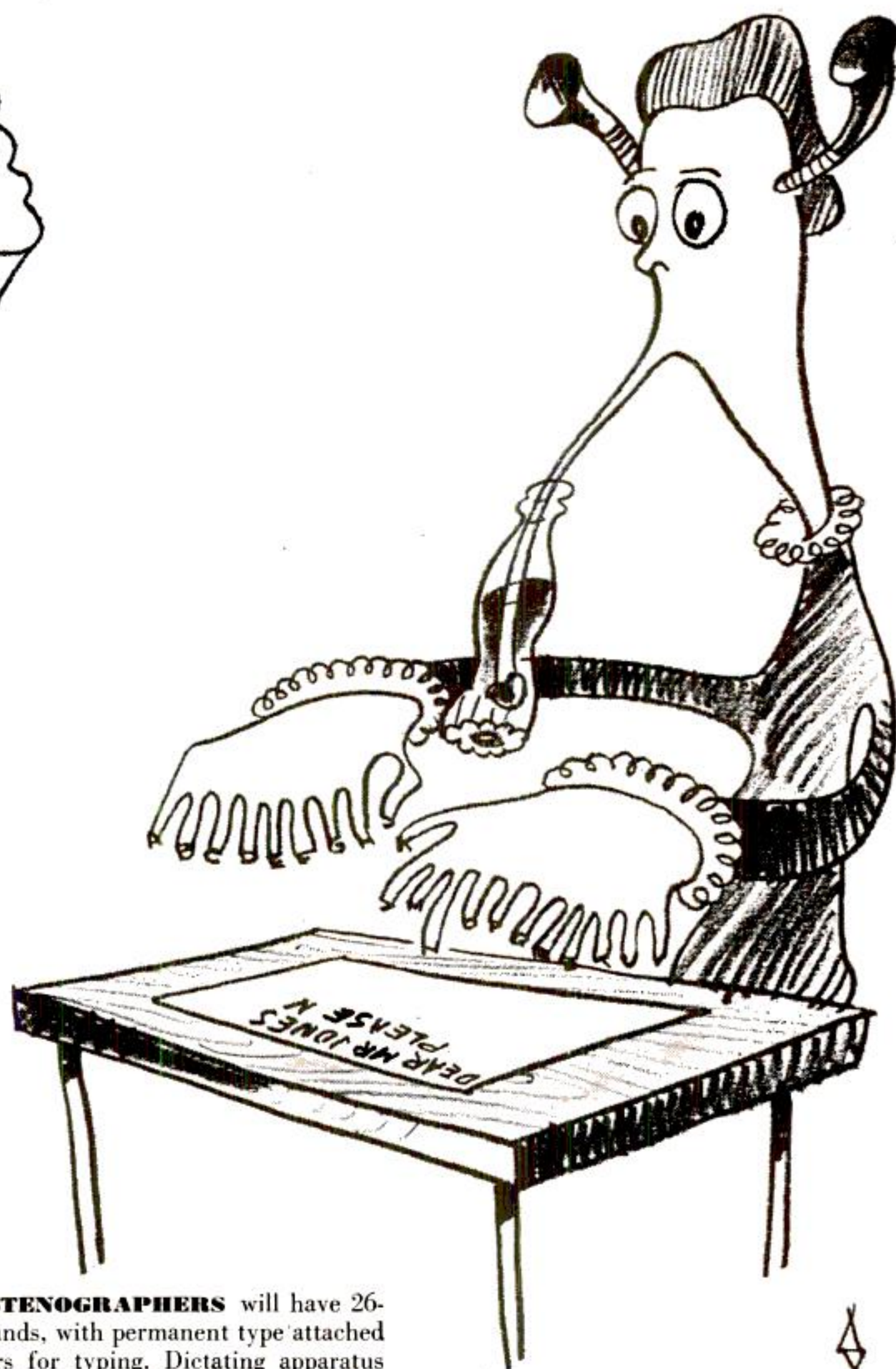


NEW HEAD, pointed like pencil, can be readily inserted into a pencil sharpener, thus making it pleasant for any man to give himself a speedy haircut.

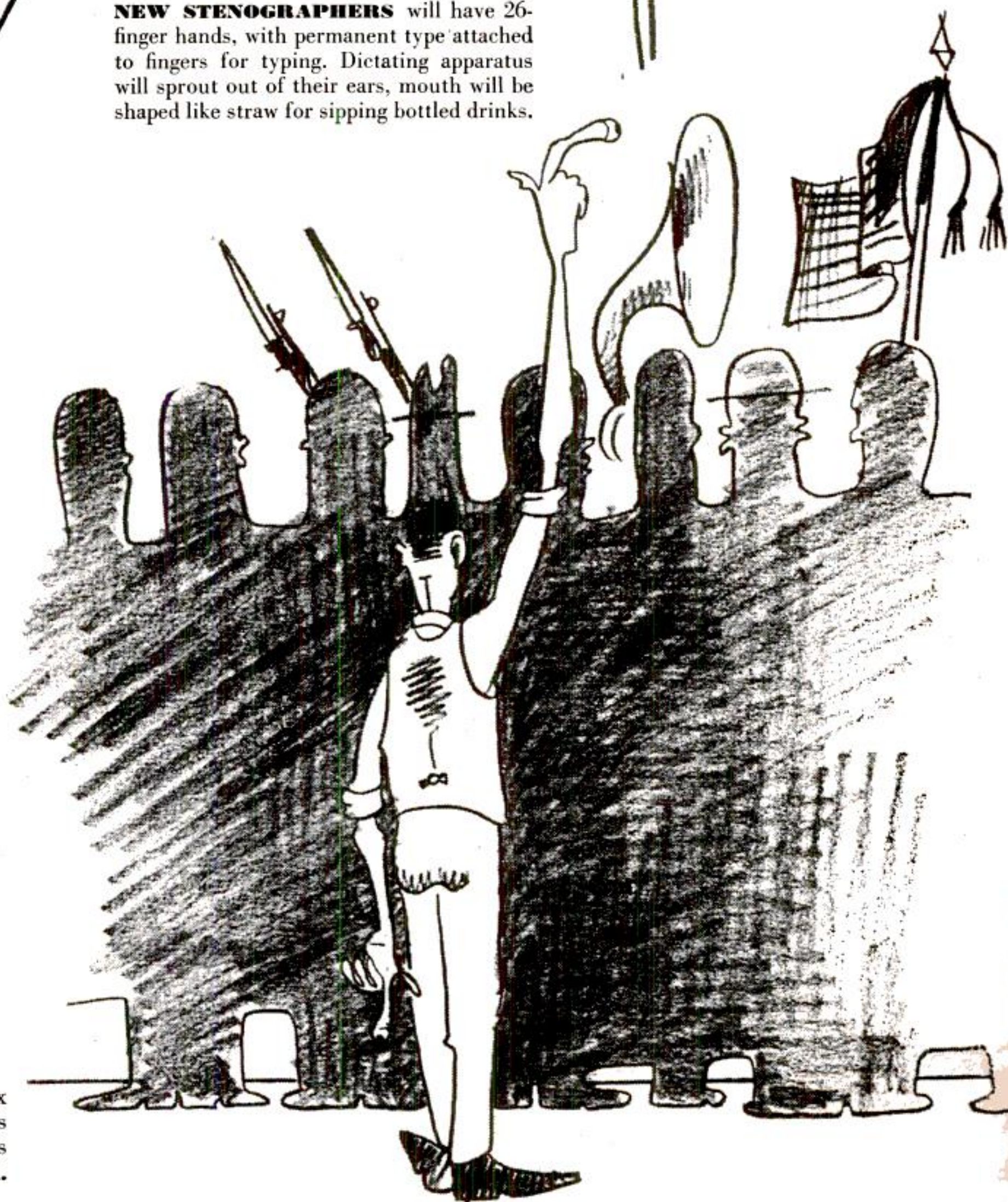


NEW CHIN and upper lip, will have a flat, smooth surface, easily and safely shaved with a single simple downward stroke of the razor.

NEW EYE, located on the tip of index finger, makes it easy to look over crowds at parades, peer on top of high shelves and find things hidden under the bed.



NEW STENOGRAPHERS will have 26-finger hands, with permanent type attached to fingers for typing. Dictating apparatus will sprout out of their ears, mouth will be shaped like straw for sipping bottled drinks.



LIFE'S REPORTS



MRS. CHARLIE TREFFERT DOES THE HONORS FOR SOME FRIENDLY NEIGHBORS OF TIN CAN TOURISTS OF THE WORLD



1947-\$2.95

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Gotham Style 4143, famous 54 gauge 15 denier nylon stockings, now less than ever before!
Gotham "know how" brings American women these wonderful stockings at an undreamed-of price.

At fine stores—\$1.95 a pair.

Exquisite with "now look" skirts, Ginger, a warm dark brown. If not obtainable at a local store, use coupon below.

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I would like 54 gauge Gotham Gold Stripe Nylons, illustrated "On A Pedestal." Please send me, through a store in my locality,pairs Gotham Gold Stripe Nylons in 54 gauge, 15 denier Ginger, Style 4143, at \$1.95 a pair. My size is..... I enclose Check ☐ or Money Order ☐. (Don't send stamps.)

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CITY.....STATE.....

(Coupon orders filled only in the U.S.A.)

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PEOPLE IN TRAILERS

They find that life on wheels can be beautiful. If the scenery palls, they git

by JOHN KOBLER

Charlie Treffert reclined in a deck chair in the shade of his New Moon trailer sipping thoughtfully from a bottle of Dr. Pepper. His face, plump, tanned and smooth as a rubber ball, wore the restful expression of a man for whom the mechanics of 20th Century living present no problem.

"The way I figure," he was saying between sips, "it don't make any difference if you're retired on thirty thousand a year or you're just an ordinary workingman, this is the smart way to live nowadays."

On all sides, in Tampa's Municipal Trailer Park, stood every type of trailer from old Gilkeys—the Model Ts of trailer history which are half tent, half truck—to super de luxe three-room bungalows on wheels, each one centered on its own tiny lot. The lots had street addresses, giving the place a settled, urban look. Charlie Treffert's was Lot 22, 5th Street.

The trailer door hung open behind him. Inside his wife Esther, a stout, merry-eyed woman with the same sort of seamless skin, was mixing some cake batter. "We've been on the road 20 years now," she chimed in. "You couldn't get us into a regular house any more."

The Trefferts are good working examples of how trailer life stacks up against that of the static population. The Trefferts are true trailerites. They live in a rolling home, as distinct from people who inhabit trailers out of necessity. Their neighbors down in Tampa agreed that Charlie and Esther were representative of the country's 100,000 year-round rolling trailerites in all respects. Charlie is 51, Esther 47.

They are childless. Most trailerites have either no children or grownup ones. Charlie is retired, another typical situation. A considerable percentage of trailerites are retired farmers, policemen, firemen, civil servants living on pensions or the rent from houses they own. The Trefferts' joint annual income hovers around \$3,000, which is within the trailerite range. It derives from government bonds bought when Charlie was still a workingman and the rent from three apartments in his native Fond du Lac, Wis. But the Trefferts spend

little more time in their home town than it takes to collect the rent. Like 73% of all trailerites, they prefer their trailer to a permanent home. With the first nip of cold weather they head for Florida, parking usually in Tampa until spring. In May they set out for Fond du Lac and wind up in July at the summer reunion of the Tin Can Tourists of the World, Inc.

When I met Charlie Treffert for the first time he was eager to tell me about the Tin Can Tourists, a kind of mobile Rotary Club in which he then held the honorary unpaid office of Royal Director. Its main objective, he explained, is to work for the good life of trailerites while keeping them in the path of personal dignity, morality and cleanliness. A lifelong membership for a couple costs \$3. There are no other fees. The more important obligation is to observe the T.C.T. motto, "Do unto others as you would that they should do unto you," and to join on appropriate occasions in its anthem which ends:

"My friends are your friends,
"And your friends are my friends,
"The more we get together
"The happier we'll be."

The 80,000 T.C.T. members constantly exchange advice on travel and living conditions and are obligated by their constitution to assist all other members when in trouble. The T.C.T. holds an annual convention, a summer reunion and a winter homecoming. Charlie's function as a royal director is to help keep these events running smoothly.

How the rest of the population has come to regard the T.C.T. and trailerites in general is reflected by the organization's method of choosing the sites for its get-togethers. It no longer has to angle for them. Invitations pour in from communities only too glad to get the \$200 to 300 a month which each trailerite family spends, and the members select one by majority vote. Last winter it was Tampa; last summer Traverse City, Mich. won out over several contenders.

The element of trailer life that pleases the Trefferts

CONTINUED ON PAGE 20

Discovered

(in time for Christmas giving)

AN AMAZING New Defense Against COLDS!

Medical research shows these factors commonly lead to colds: (1) Chilling of the body (particularly during sleep); (2) Lack of Sleep; (3) Worry and Nervous Tension; (4) Getting Over-Tired. Now You Can Guard Against Them All!

Now you can give a beautiful gift with confidence that it will help keep well those you love... *confidence based on medical evidence.*

Doctors agree four factors commonly lead to colds: chilling, lack of sleep, physical fatigue, and worry and anxiety.*

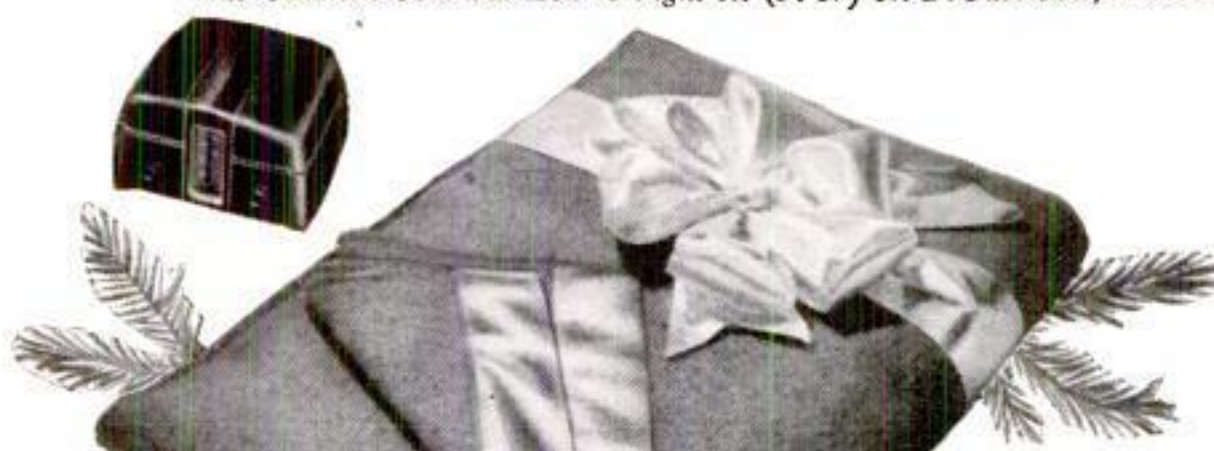
Today, thanks to the amazing Simmons Electronic Blanket, you can actually reduce susceptibility to colds resulting from these medically recognized factors.

That's because the electronically-

controlled even temperature of the Simmons Electronic Blanket brings you the deep sleep, relaxing rest, comforting warmth and release from nervous tension that are vital to effective cold defense.

Read below how the Simmons Blanket can help guard you against colds and give you the best nights' sleep of your life. Then go to your favorite department or furniture store, or electric service company and pick out your Simmons Electronic Blanket... today!

*The Common Cold and How to Fight It. (P. 17) N. D. Fabricant, M. D. Ziff-Davis, Chicago, 1945.



One size fits single or double bed. Certified washable by American Institute of Laundering. Approved by Underwriters' Laboratories, Inc. Only \$39.50, plus tax.

IMPORTANT: Note how Electronic Control guards you against catching Colds in all these 4 VITAL WAYS:

1 Protects you from changes in room temperature: when your room gets colder at night, your Simmons Blanket adjusts automatically... its Electronic Control maintaining an even "warmth" without weight throughout the night.

2 Protects you from changes in body temperature: when you sleep there is a drop in your body temperature which makes exposure to night drafts even more dangerous. Only Electronic Control can adjust blanket warmth to this drop.†

3 Helps you avoid fatigue: 8 out of 10 users say they go to sleep faster and sleep better under the Simmons Electronic Blanket. You, too, will wake up more refreshed, and more fortified against ever-present disease agents.

4 Relaxes nervous tension: like a warm bath, Simmons relaxes tense muscles and nerves, encourages quick, sound sleep. This wonderful blanket pre-warms cold sheets† and envelops your body in gentle warmth.

† According to tests conducted by the United States Testing Company. Report No. 78693.

TIP TO EXECUTIVES: Many executives have found the Simmons Electronic Blanket is the perfect Christmas gift for important clients and business associates. Call your favorite store now to make sure you get the quantity you require.

... **AND TO YOU:** If you're undecided about which color blanket to give, use this handy gift certificate... let the receiver take his choice of 5 lovely colors.



SIMMONS

Electronic Blanket

MAKERS OF THE FAMOUS BEAUTYREST MATTRESS, DEEPSLEEP MATTRESS, ACE SPRING, HIDE-A-BED SOFA, BABYBEAUTY CRIB MATTRESS



In As Little As 3 Minutes
PRELL REMOVES DANDRUFF...
LEAVES HAIR MORE RADIANT!

Doctors' Examinations Proved It!

Yes, Procter & Gamble's Prell—with its exclusive formula and its amazing patented cleansing ingredient—removes ugly dandruff in as little as 3 minutes. And, regular Prell shampoos control it! This different, emerald-clear Radiant-Creme leaves your hair so radiant too—more shining than any soap shampoo, cream or liquid. Your hair looks perfectly lovely after Prell—soft, smooth, extra glamorous. Easier to manage and curl.

Prell's Economical!

Prell goes farther than any other known shampoo—cream or liquid—because it's more concentrated. That tube's so handy too—no spill, no liquid to run into your eyes. Your whole family will love Prell—get a tube of this new Radiant-Creme shampoo today!



Created by
Procter & Gamble

*T. M. REG. U. S. PAT. OFF.



Radiance for date-night shines from her Prell-washed hair. And what smooth, deep waves and soft, lovely curls!



That handy Prell tube makes shampooing quick, easy, fun! No bottles or jars to break either—no liquid to spill!



THE MILITARY SCHOTTISCHE is a favorite dance of trailerites. Dances are held twice weekly in most camps, sometimes twice daily at conventions.

LIFE'S REPORTS CONTINUED

most is its folksiness. "Don't matter who or what you are," is the way Charlie expresses it, "here you're just one of the gang. Me, I talk to everybody and everybody talks to me. Real friendly. If people don't behave right they can be asked to go some place else or if you don't like your neighbors, you don't need to quarrel with 'em. Just hitch on your car, fold up your awning and git."

"That's right," Esther put in. "See that empty lot. Well, once there was a couple on it that scrapped all the time. Drank too much, too. They were warned once, then were told to move. Now that don't happen around here often. Trailer folks aren't that kind. Why, even at our dances we don't serve liquor. Nobody wants it."

On a distant lot half a dozen youngsters were circling a trailer like Indians around a covered wagon. Esther frowned. She said, "There's quite a few couples living in trailers with children [families of two own 61% of the trailers, a recent survey reported; families of three and four 38%, and larger families the remaining 1%]. They manage fine and I guess it's a pretty good way for a young couple to get started in housekeeping. Still and all it's the wrong atmosphere for children."

This, she made clear, was a sentiment in which the majority of adult trailerites concurred. Under camp regulations, it developed, children, unlike dogs, were zoned.

Her talk was interrupted by Charlie, who gave a sudden shout and leaped out of his deck chair. "Well, what d'ya know!" he exclaimed. "There's McCord's trailer. He's a little late this year."

A battleship-gray job, a 1941 two-wheeler, had pulled up to the main office. The prewar Nash that hauled it carried a Pennsylvania license plate. A tall, grayhaired man got out and went into the office.

"Let's go over and watch him register," Charlie suggested, "I'll show you how the system works."

As we crossed the camp, he filled me in on the new arrival. "Some fellow, that McCord," he said. "He's been coming to Tampa every year for the last 12. Used to be an electrical engineer before he took up trailering and is still mighty handy around the park. He was one of the first men ever to drive a car direct from Tampa to St. Petersburg. Took him three days because back then there weren't any of those nice new bridges."

When we entered the office, McCord had registered, paid his first month's rent and had already selected an unoccupied lot. At sight of each other the two men roared a greeting and fell to pounding each other on the back.

Charlie introduced us, and we piled into the Nash and drove to McCord's lot. Shortly after a camp employe turned up and wired the trailer to the main power line. McCord and Charlie unhitched the Nash, which was attached by a ball-and-socket coupling. They then stabilized the trailer by standing a metal prop under each corner. McCord produced a length of copper tubing and fastened one end under the trailer and the other to a water tap behind his lot.

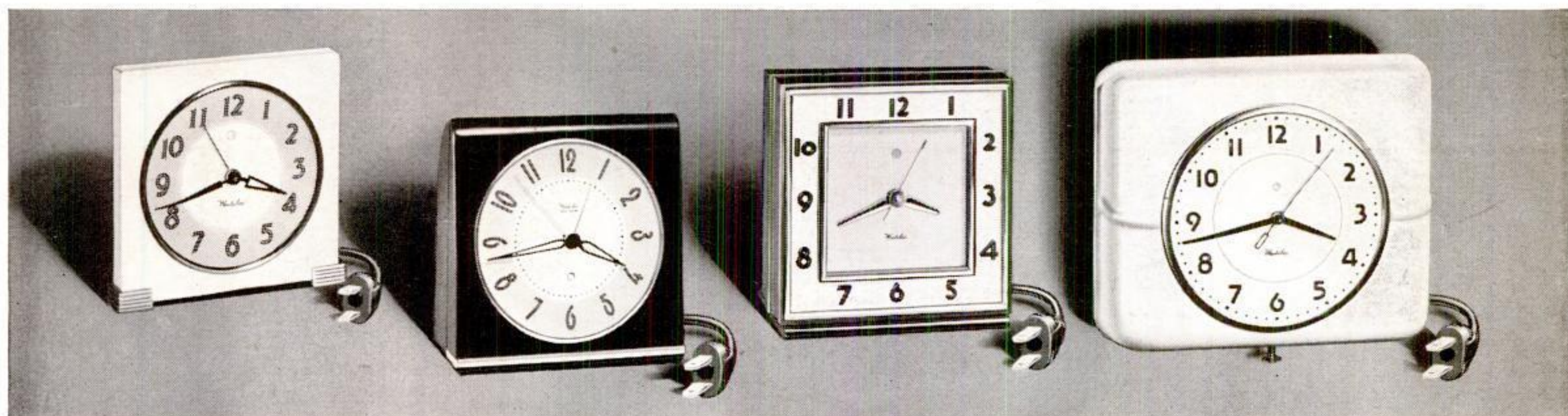
"That's all there is to it," he announced. "All set for what they call gracious living."

I left the two men lost in memories of old trailer adventures, promising to return the next day.

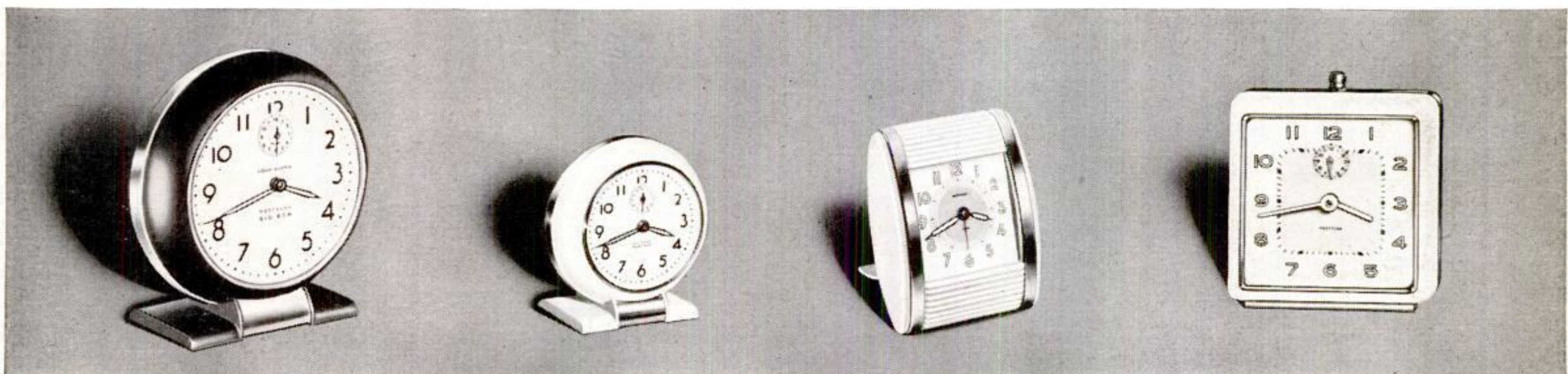
Trailer life as the Trefferts live it proceeds at a gentle rhythm un-

CONTINUED ON PAGE 22

Christmas shopping got you puzzled? Relax—there's a Westclox that answers the problem beautifully for every name on your list . . .



fine Westclox Electrics—smart electric time clocks and alarm clocks, wall clocks for home and office, handsomely designed and self-starting . . .



stunning spring-wound Westclox alarm clocks, headed by world famous Big Ben—attractive clocks that fit the needs of every sleeper, and . . .



sturdy Westclox watches for wrists and pockets. All are handsome, and moderately priced. All are reliable. All bear the best-known name in clocks.

WESTCLOX* *Products of* **GENERAL TIME Instruments Corp.** **BIG BEN*** *Keeps America On Time*

WESTCLOX, La Salle-Peru, Illinois; in Canada, Western Clock Company, Ltd., Peterborough, Ontario. *Registered U. S. Patent Office.

CHARMING SCREEN STAR, JOAN BENNETT, SAYS...

"For dream hands,
Cream your hands"



Try her method for just 3 days...a 12-second hand massage with non-sticky, non-greasy

Pacquins Hand Cream
morning...night...whenever
hands are rough or chapped.

TRY IT yourself...the hand beauty secret of so many Hollywood stars. Massage your hands with snowy, fragrant Pacquins for just 12 seconds...night...morning...whenever skin needs softening. You'll see why Pacquins is the largest-selling hand cream in the world!

Your own two hands will show you why! They'll be so smooth...so soft!

Regular Pacquins massage is particularly important if household tasks roughen your hands. Smooth them, soothe them...help keep them beautifully groomed with Pacquins. It's so easy to use...no waste, no spilling, no unpleasant after-film. For truly dream hands, do as Joan Bennett does...cream, cream, CREAM them regularly—with Pacquins!

Among the famous stars who use Pacquins are: GERTRUDE LAWRENCE • LYNN FONTANNE • VERA ZORINA • GLADYS SWARTHOUT • RISE STEVENS



ELIZABETH WILKINSON, R. N., says: "Pacquins is wonderful. We nurses scrub our hands 30 to 40 times a day. And, you know, Pacquins was made for us. I use it faithfully. Pacquins was originally formulated for the use of nurses and doctors."



ON SALE AT ALL COSMETIC COUNTERS IN UNITED STATES AND CANADA

LIFE'S REPORTS CONTINUED

known to ordinary householders. Charlie makes his first physical motion of the day around 8 a.m. It is not a strenuous one. Without leaving his bed he reaches through the door for the morning newspaper, dropped there by an enterprising newsboy who services the entire camp. For the next hour Charlie and Esther peruse it together in bed.

Reading done, Charlie pads over in pajamas and dressing gown to the public washroom, hailing one and all en route with explosive heartiness. Some trailers have their own tub and shower and a few even have toilets, but Charlie does not miss these conveniences. Gregarious as a penguin, he enjoys no daily ritual more than the masculine chatter that goes on while he shaves. A good deal of it revolves around the respective merits of different trailers, for example, the comparative efficiency of two-wheeler versus tandem trailers, a subject which can touch off a lively argument. Charlie is apt to be away a long time.

Esther meanwhile, having washed in the ladies' quarters and dressed, gets breakfast going. In this, as in the other operations of nomadic housekeeping, she is aided by nearly as many timesavers as her stay-at-home sisters. The Trefferts' New Moon has room for a gas stove fed by bottled gas, a Frigidaire that stays frigid 24 hours while the trailer is on the road and eight outlets for gadgets like a vacuum cleaner, Mixmaster, electric blanket, electric iron. When dirty clothes accumulate, Esther sometimes patronizes one of the automatic slot-machine laundries which are popping up all over the country; a whole week's wash can be handled for 25¢ and a little patience. In the rare camps where electricity is not available, the Trefferts can draw three hours' power from their automobile battery.

After breakfast—an unhurried one, eaten perhaps at a table set up in the sun—Charlie and Esther tackle the day's only onerous duties. Charlie carries the dish-water, which collects in a pail under the sink, to the camp slophouse. Garbage he ignores; the city collects it at his door. Then, while Esther stacks and dries the dishes, he wipes the morning dew off the windows.

With these chores out of the way, at an hour when the non-trailerite has barely come to grips with his current problems, the Trefferts can contemplate some 14 hours of uninterrupted ease. The first thing they do is to hop into their car, take on a load of neighbors and roll into town for marketing. Most camps have

GIRL AGOG

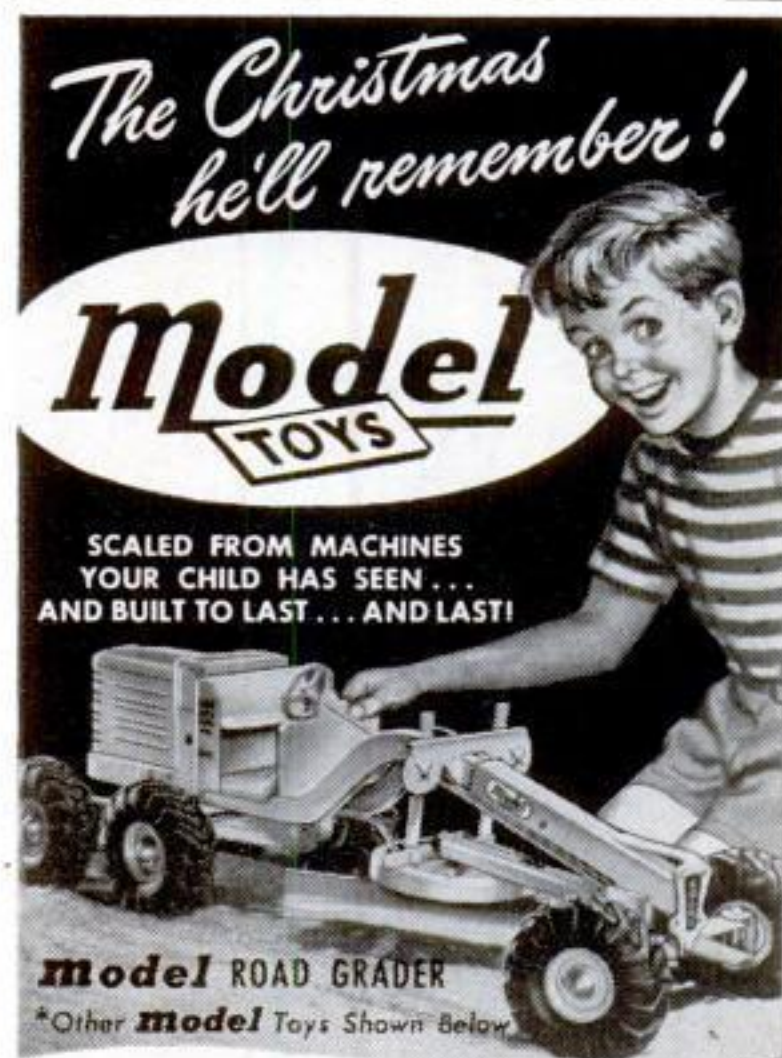


about that distinctive tangy flavor of CHEEZ-IT crackers!



America's largest selling cheese cracker!

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CONTINUED ON PAGE 25

A New All-Purpose Wrap

that's better for everything!

You'll find scores of uses for these handy
PLIOFILM rolls—in red, green and crystal



ADDS SPARKLE TO GIFTS —

Plioform's lustrous shimmering colors give gleaming richness even to simplest gifts. Protects them from moisture damage in shipment — it's moistureproof!



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you can use **Plioform** over and over again — it's odor-proof, greaseproof, tear-resistant — *and washes easily*. You'll find it the most economical and efficient food wrap you've ever used.



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3-way protection against
air, moisture, liquids

ECONOMICALLY PRICED — in 12- and 18-inch rolls — at grocery, chain, drug, novelty, hardware and department stores. Goodyear, Plioform Dept., Akron 16, Ohio.

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MAKES "DIFFERENT" GIFTS, TOO



Plioform can be sewn like fabric or seamed by heat-sealing. Use it to make gay individual gifts — colorful hostess and cocktail aprons, lingerie bags, bridge-table covers and other usefuls.



IN YOUR REFRIGERATOR wrap celery, lettuce and all foods in **Plioform** to prevent drying out.

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"THE GREATEST STORY EVER TOLD"
Every Sunday—ABC Network

GOODYEAR PACKAGING FILM



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It's the new Lady Buxton® 3-Way . . . longer, roomier . . . with open window, snap closing. See it in a variety of leathers and colors from \$5. Matching Key-Tainers from \$2.50.



Big outside Coin Purse

A new, roomier Lady Buxton! Detachable pass case for cards and snapshots. A variety of leathers and colors from \$5. Matching key cases, too . . . Lady Buxton Key-Tainers from \$2.50.



One-piece Stitchless...

Exclusive one-piece construction lets the Buxton® Stitchless last as long as its fine leather. Partition model in Hunt Club Saddle, \$5. Matching Key-Tainer® with free key-return service, \$1.75.

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MATCHING BUXTON SETS

FROM \$6.75 to \$10



*3-Way
Stitchless*
with Secret Pocket.
Brown or black Morocco,
\$7.50

*Matching
Key-Tainer®*
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. . . A shining new Lady Buxton of 24-carat gold kidskin! Designed especially for Buxton's 50th Christmas! Only a limited number of these "Golden Jubilee" billfolds were made . . . each a masterpiece of beauty and craftsmanship. A few available at better stores across the country, \$20.

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At last! The marvels of Nylon combined with ROBERT BRUCE quality leadership! Warm as wool, and such wonderful features—easy to wash—shrink proof—stretch proof—moth proof... plus the famous interlock construction. All sizes in many colors. Sleeveless, about \$5.95. With sleeves, about \$8.95. At better stores.

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Philadelphia 44, Pa.



DAY BEGINS for the Charlie Trefferts with reading newspaper in bed.

LIFE'S REPORTS CONTINUED

canteens, but Esther prefers to shop around for her food. Toward midday they hurry back to a momentous event—the mail. The entire camp queues up at the main office and, as letters and parcels are opened, they exchange news, with an air of smug content, of housebound friends and families.

Afternoons the Trefferts spend sightseeing or lazing on the beach. Occasionally they join a shuffleboard tournament or picnic, and they like to go to baseball games. Two or three times a week Charlie and Esther dine out and take in a movie. If they get back early enough, they may sit in on one of the Sheepshead games, a favorite trailerite card game, which is in interminable session. No money, however, changes hands. Gambling, like drinking and rough language, is not considered to be in keeping with Tin Can Tourists' ideals of social behavior. The Trefferts like to entertain a lot in their own trailer. They have had as many as 17 in to coffee and cakes.

Sundays a minister from town visits the camp and holds non-sectarian services and Sunday school. Wednesday and Saturday are dance nights. The ladies spruce up in print frocks or evening dress, the gentlemen wear neckties and all repair to an auditorium on the premises or a hired dance hall in town. Soft drinks flow like water, and a three-piece band plays waltzes and military schottisches. The military schottische is a group dance seldom to be observed outside of trailer circles. "It's a lively kind of thing," Charlie explains, "but not too lively. We don't want any broken bones. Take Doc Ebe over there. Doc is nearly 80 and a dancing fool. We couldn't let him take chances jitterbugging, much as he'd like to. This military schottische just seems to fit the bill."

By midnight Charlie and Esther are ready for bed. They sleep soundly. "Statistics would show," Charlie states gravely, "that the proportion of happy marriages among trailerites is high. When two people figure on

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KAYWOODIE

REMEMBERS WHEN -

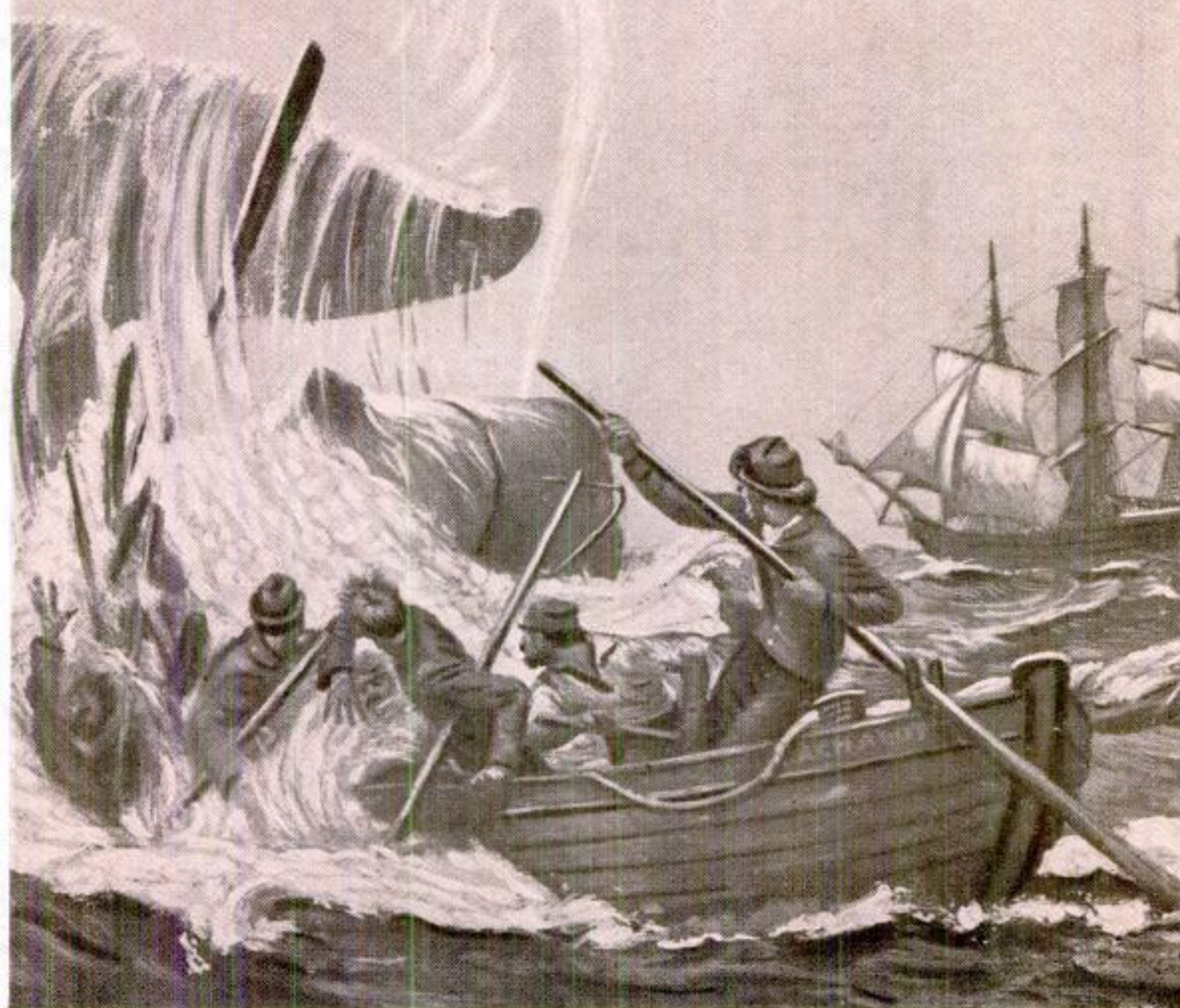
In 1851, when the Kaywoodie organization began to make pipes, the whale-fishermen would often stop at our place after their voyages to get a new pipe. Picture shows whale-fishermen caught by blow of a wounded whale. The whalers are gone, but Kaywoodie Pipes furnish as much smoking enjoyment as ever. The Kaywoodie illustrated here is "Flame-Grain" Briar, its rare and beautiful flame graining being the work of nature. Kaywoodie Pipes cannot be mass-produced. "Drinkless" smoke-conditioner in pipe does not clog. Proper balance and light weight make Kaywoodie the best-smoking companion that a pipe-smoker ever had. Prices are same as pre-war, \$3.50 to \$25. Kaywoodie Company, New York and London. 630 Fifth Avenue, N. Y. 20. Folder on request.



Shape #69 "Flame-Grain" KAYWOODIE, \$10. All Kaywoodie Pipes have the Cloverleaf trade mark on the stem. Look for it.

There are new "Carburetor" Kaywoodie Pipes for men with sensitive tongues—Carburetor cools the smoke with drafts of cool air, \$7.50.

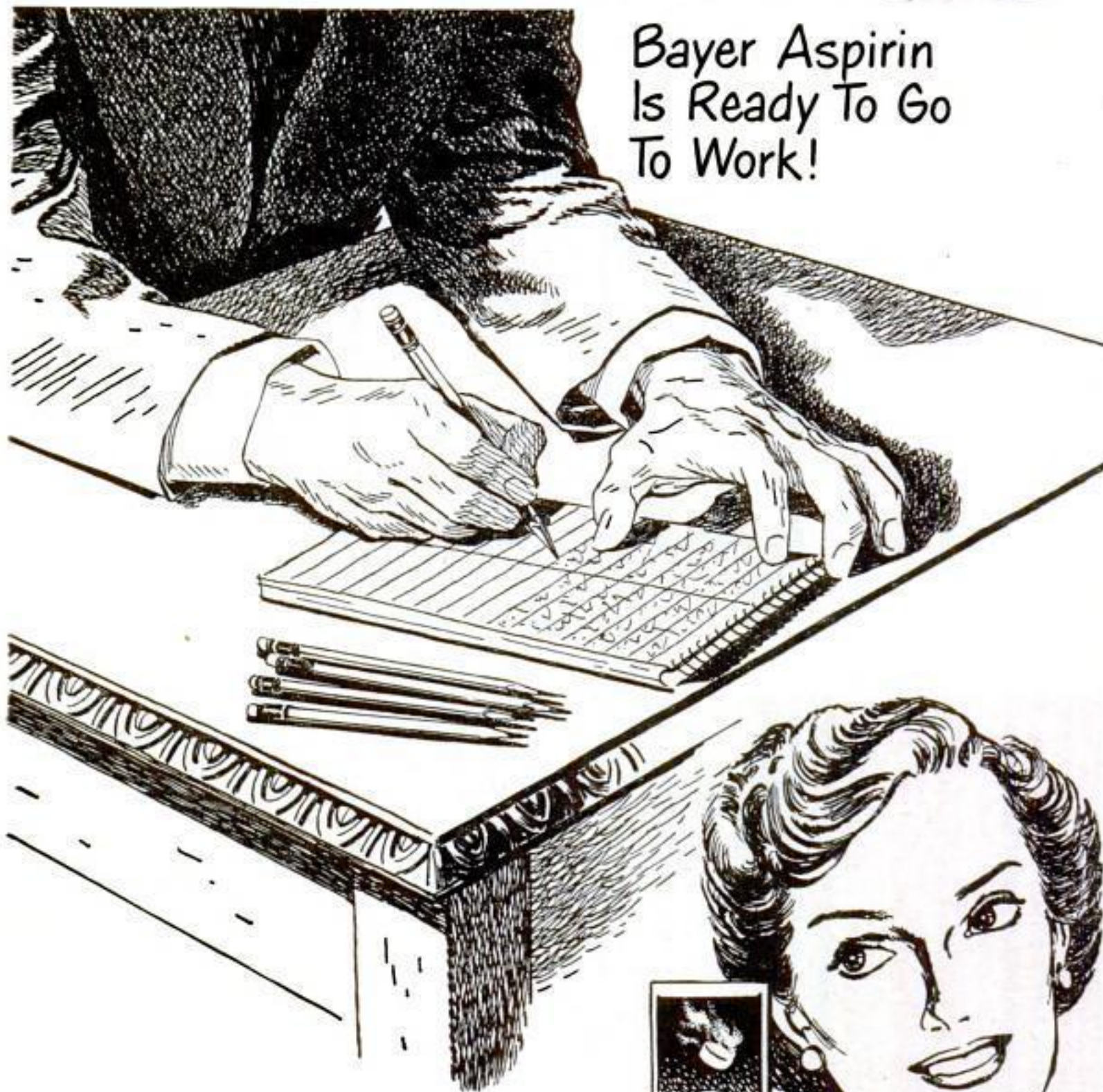
There are new "Stembiter" Kaywoodie Pipes for men with strong teeth, designed so that they prevent biting off the pipe-bit, \$5. See them at dealers'.





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Shorthand Champion
Takes 100 Words
Of Dictation...
But In Only

TWO SECONDS



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To see how fast Bayer Aspirin is ready to go to work, drop it in a glass of water and time its disintegrating speed. What happens in the glass, happens in your stomach.



Bayer Aspirin's amazing speed of disintegration is mighty important when you have an ordinary headache, neuritic or neuralgic pain. For when you're suffering, you want really *fast* relief. And Bayer Aspirin gives you the fast relief you want because it's actually ready to go to work in *two seconds*. You can see this—see what happens in your stomach when you take Bayer

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In addition, Bayer Aspirin's single active ingredient is so remarkably effective doctors regularly prescribe it for pain relief...and is so wonderfully gentle to the system that mothers give it even to small children on their doctors' advice.

So when you buy, buy by *name*. Ask for genuine *Bayer Aspirin*.

***Because no other pain reliever can match its record of use
by millions of normal people, without ill effect...
one thing you can take with complete
confidence is genuine**

BAYER ASPIRIN

LIFE'S REPORTS CONTINUED

living at close quarters right around the clock, they're either kind of fond of each other to start with or get to be."

Compared with the job of building a fixed home and living in it, trailer life is not only easy but also cheap. "For what it costs us to live like we want to the whole year," Charlie says, "we could hardly build a two-room shack." His current expenses hover around \$200 a month, the average figure, so that he is able to salt away maybe \$600 a year. His original outlay on the New Moon, which is made by the Redman Trailer Co., one of the biggest of the country's 200-odd trailer manufacturers, was \$1,895. That was in 1940. Today a New Moon costs \$3,500 and Charlie has been offered close to that for his. The price range of trailers generally (75,000 new ones a year are being produced) is between a few hundred dollars for a used Gilkey to \$5,000 or more for the latest streamlined models.

The Trefferts' monthly food bills stand them about \$50 wherever they happen to be. Lot rentals are more variable. They have risen everywhere, though not so steeply as housing. On Florida's west coast, for example, and in Michigan they average \$12 a month, utilities included. On the gilded east coast, however, and in the plushier sections of California, they may go as high as \$100. "Plenty of trailerites," Charlie observes, "have ten, twenty thousand a year to spend."

Charlie's start in trailering was a result of compulsion rather than conviction, and as such bears a social significance all its own. In 1929 he was a painting contractor, specializing in factories and office buildings. But there were rarely enough such contracts to be landed within commuting distance to keep him steadily employed, and at faraway building sites temporary housing was seldom provided. So Charlie decided to take his lodgings with him when he traveled. He made himself what amounted to a movable shanty, scarcely thinking of it at the time as a trailer. It consisted of little more than a plywood box on wheels that he could pull along behind his Ford. "Once I had it fixed up inside, though," he recalls, "the missus would come too and we lived pretty good. In slack periods we'd just take a vacation seeing the countryside. It was real pioneering in those days. No fancy trailer camps with modern conveniences. You camped anywhere you could find water—on farms or near a schoolhouse. One time we wound up in a graveyard.

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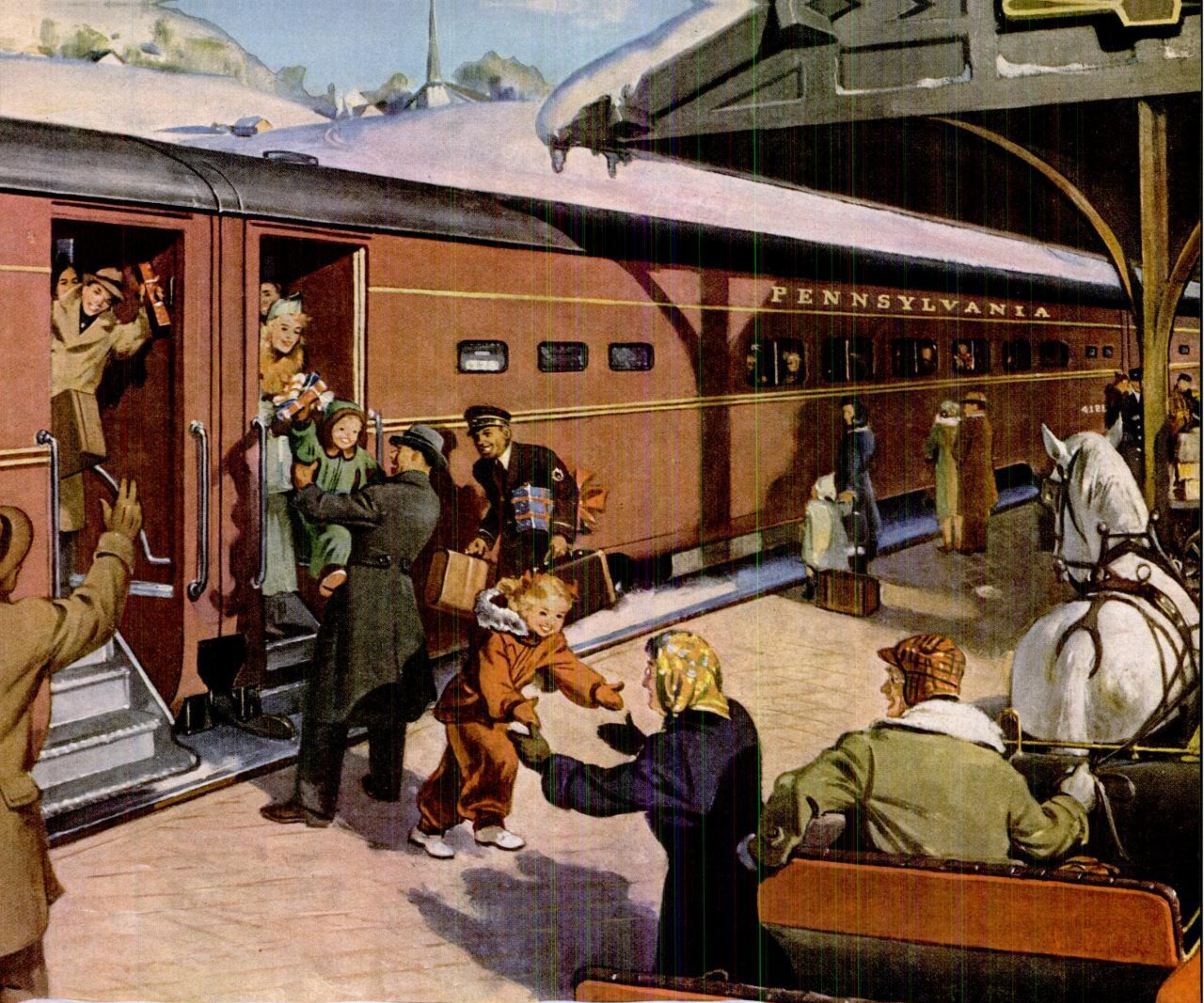
● If so, watch those Trico Wiper Blades swing, swing, swing... more than *two million* of them... on cars from every state! Because Trico has engineered complete wiper mechanisms for *tens of millions* of cars, be sure to replace **ONLY** with Trico when blades grow old. Then your new blades will wipe perfectly... with the correct pressure, at the correct angle.



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CONTINUED ON PAGE 29



HOLIDAY HOMECOMING...

There's nothing quite so pleasant as coming home again . . . Especially when it's "home for Christmas" . . . and when you take the train!

This is the happy season when Pennsylvania Railroad's great fleets of trains between East and West, North and South, assume a particularly festive air.

By Pullman, by coach, joyous families are going to visit the folks at home—carefree, comfortable, relaxed as they speed on their way.

For *your* holiday travels Pennsylvania Railroad offers a wide choice of daily trains . . . conveniently scheduled to fit your plans.

PENNSYLVANIA RAILROAD

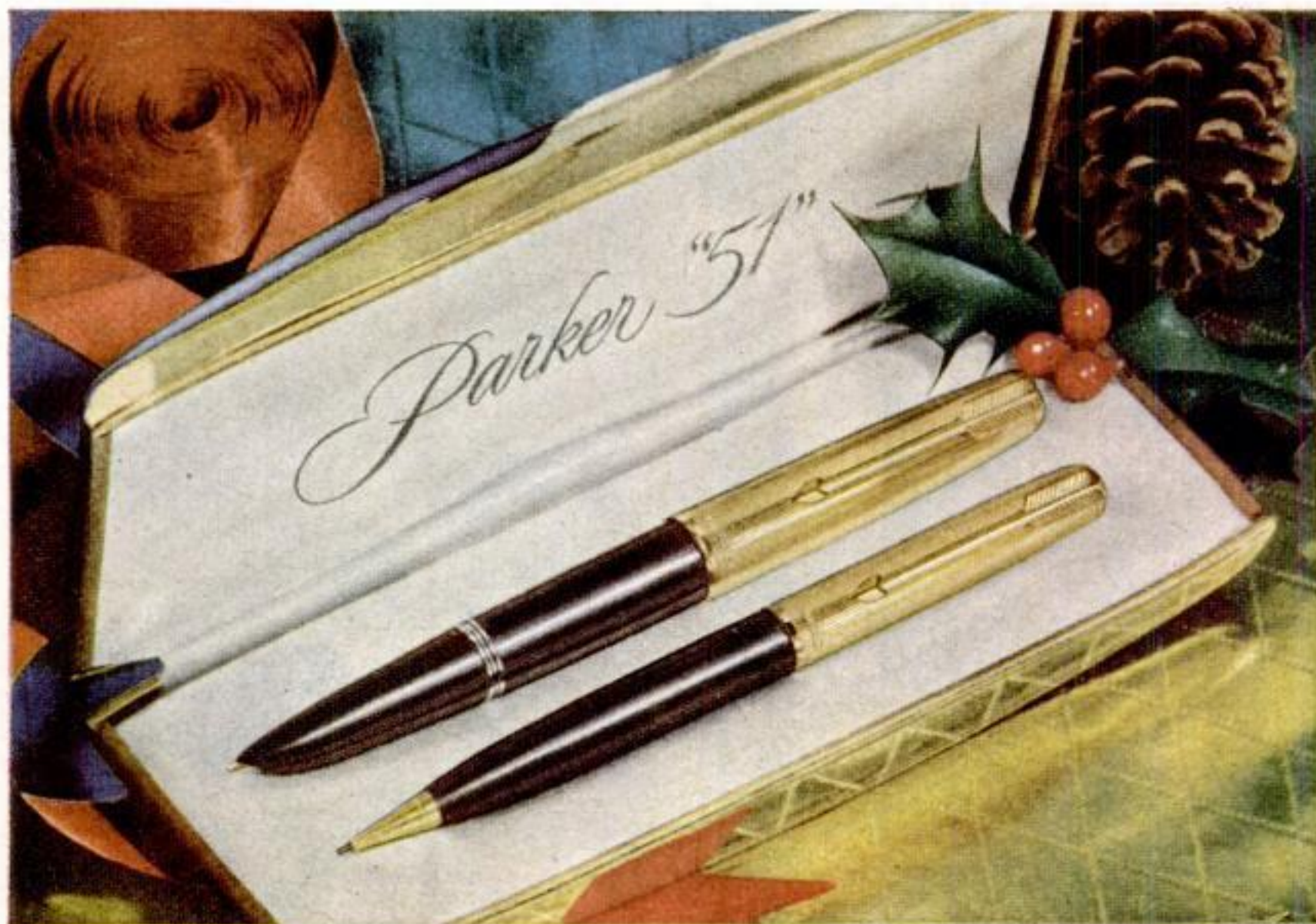
Parker "51"... world's most
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One gift that
charms both hand
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"51" writes dry with wet ink!

Twice as sure to please — matching "51" Pen and Pencil Set in Cordovan Brown. \$18.75 and up.



You still have time to choose the world-famed "51." But you'll have to hurry. Early shoppers took their share—and more.

There's plenty of Santa's own magic in this practical gift.

For in the precision-made "51" you give the world's most beautiful and most sought-after pen. More than that—you give an exciting new writing experience.

The balanced, tapered shaft makes the "51" fairly float in your fingers. The exclusive "51" point seems to crave the touch of paper. It starts on the instant—glides effortlessly, silently, across page after page. Your hand rests as you write.

No blotter is ever needed! For this pen writes dry with the new Superchrome Ink. ("51" also uses any ordinary ink.)

Want to be somebody's favorite Santa? Then choose Parker "51"—now. An intriguing range of smart gift colors is still available. Pens, including the new *demi-size*, \$12.50 and up. Pencils, \$6.25 and up. Sets, \$18.75 to \$80.00. The Parker Pen Company, Janesville, Wis., U. S. A.; Toronto, Canada.

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Don't appear rude

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TUMS

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Night and day, at home or away, always carry TUMS FOR THE TUMMY!



To feel better, try one or two TUMS after breakfast.

QUICK RELIEF FOR ACID INDIGESTION

NR TUMS are antacid, not a laxative. For a laxative, use mild, dependable, all-vegetable NR Tablets (Nature's Remedy). Get a 25-cent box today.

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get **GILLETTE Blue Blades** in the sensational new **Gillette Dispenser**

For use with any Gillette Razor



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20 blades—40 shaving edges

• You get better-looking shaves easier... change blades presto... when you use Gillette Blue Blades in the handy new Gillette Dispenser. Zip... there's a new blade ready for use. Save time... save trouble.

look **SHARP!** feel **SHARP!** be **SHARP!** use **Gillette Blue Blades** with the **SHARPEST** edges ever honed

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But we got to like the life so much we've never even considered going back to the old one. After a few years I sold my business. We've worn out three trailers since."

Today, with far greater comforts available in trailer living, many working people have adopted Charlie's idea of earning money as they roll along. The Trefferts' neighbors last year included a mail-order patent medicine man who brewed and bottled a hair-restorer in his trailer, a fortune teller, a retired Chicago policeman who sold a correspondence course on how to be a detective, a family of carnival acrobats, a book salesman, a pulp magazine writer and countless souvenir makers.

The last time I stepped inside the Trefferts' New Moon I found Charlie staring out the window at a bulky, all-aluminum trailer. Its wheels had been removed and it rested squarely on its chassis with a defiant look of permanence. A white picket fence, dressed in rambler roses, stretched clear around it, and under a green-and-red striped awning a young couple and three small children were laughing at the antics of a boxer puppy.

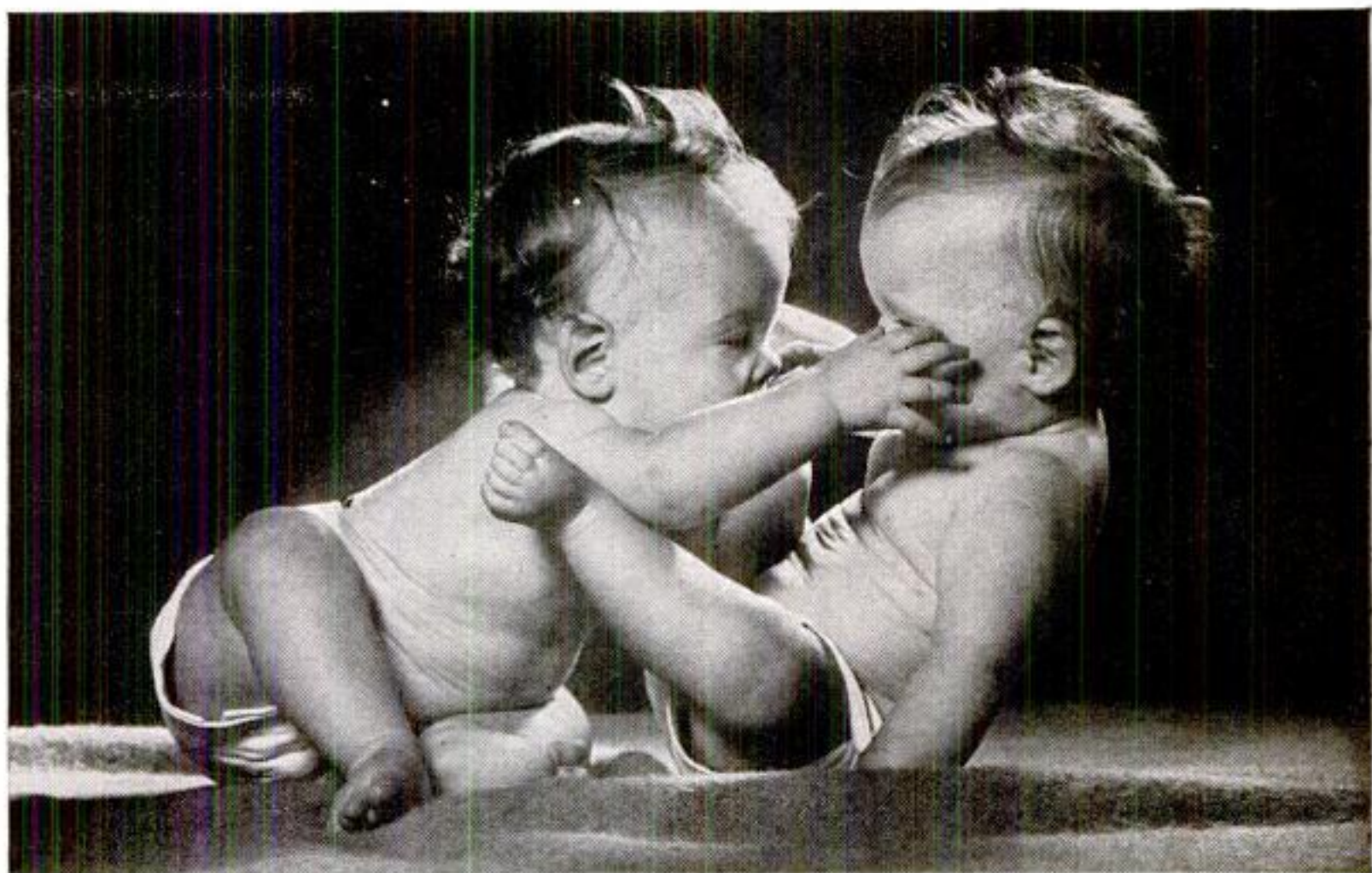
"Squatters," said Charlie, pointing his jaw at them contemptuously. "Been here 18 months."

Squatters, he explained, were trailerites who took root and never moved and he didn't look upon them as true trailerites at all, even though more than a third of the 1,600 trailerites in that camp were squatting.

"Now, that's not right," Charlie went on. "A trailer's meant to be able to move and move fast if it has to. For instance, I can be out of here in half an hour. Suppose an epidemic breaks out in camp, or a fire, or something. And anyway, what's the sense of turning a trailer into a house? Roll along and enjoy yourself. Live today like you're gonna die tomorrow—that's my motto."



TREFFERTS' DOOR is complete with a thermometer, keyhole light, note box, name plate and doorbell.



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Even if you don't use this camera!

(OFFER EXPIRES MARCH 31, 1949)

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It makes no difference where you take them—indoors or outdoors—if you're not satisfied with every picture you get on this film, fill out the coupon your dealer will give you and mail it, with the negative and original film carton, to Ansco, Binghamton, N. Y.

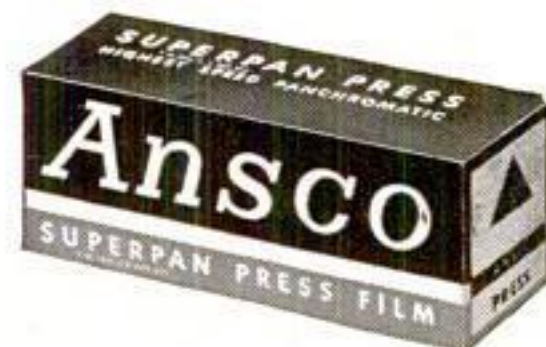
We guarantee to send you a new roll of film, free! We'll also show you how you can improve your pictures. But hurry—guarantee expires March 31, 1949.

And the guarantee stands, no matter what kind of camera you use. Although you'll find picture taking is about as easy as walking if you use Ansco's new Rediflex Camera.

For the Rediflex has a special twin-element f/11 lens that takes the guess out of photography. You don't have to

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Use it also for soothing relief of windburn, chapping, chafing, itching



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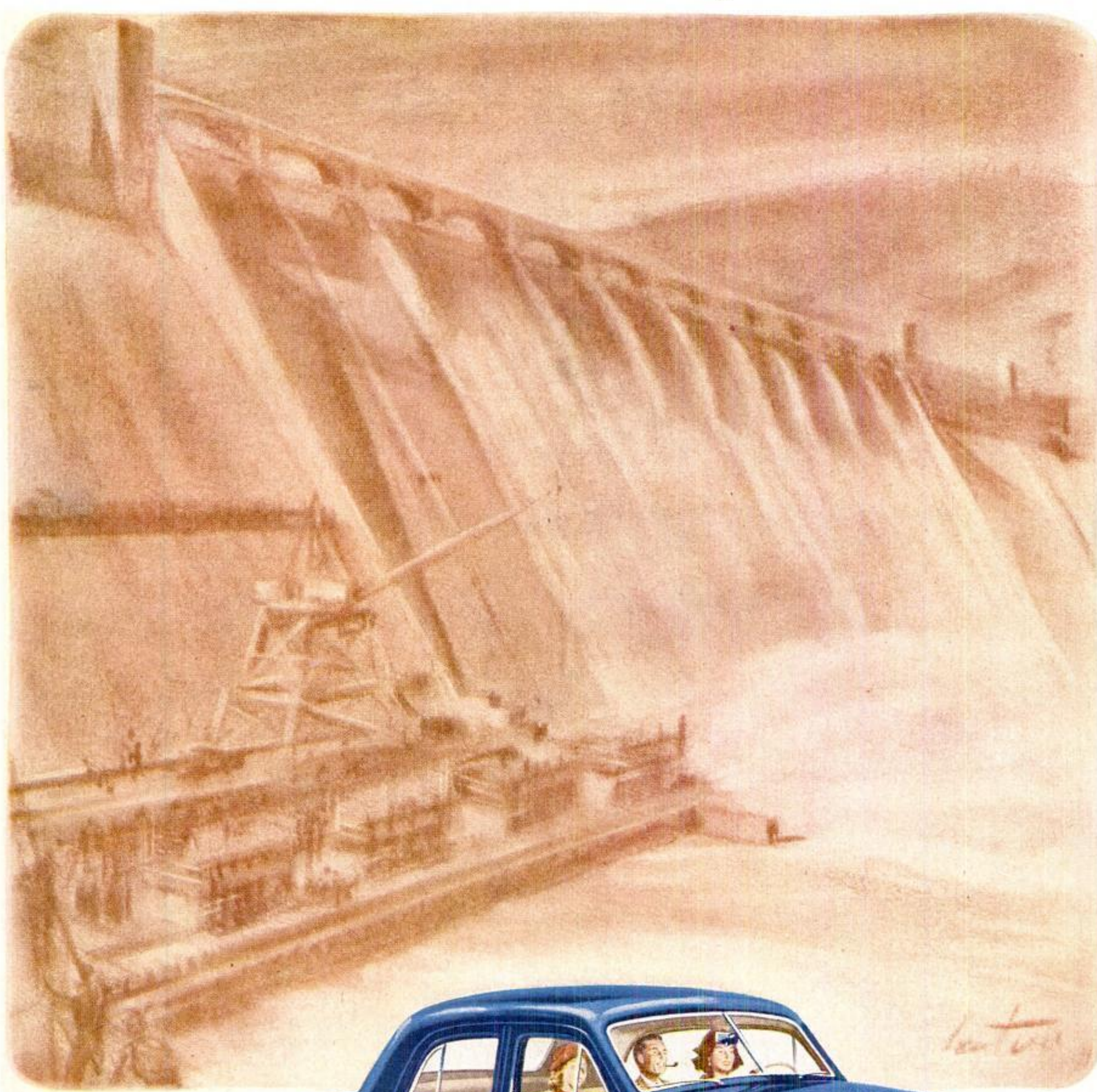
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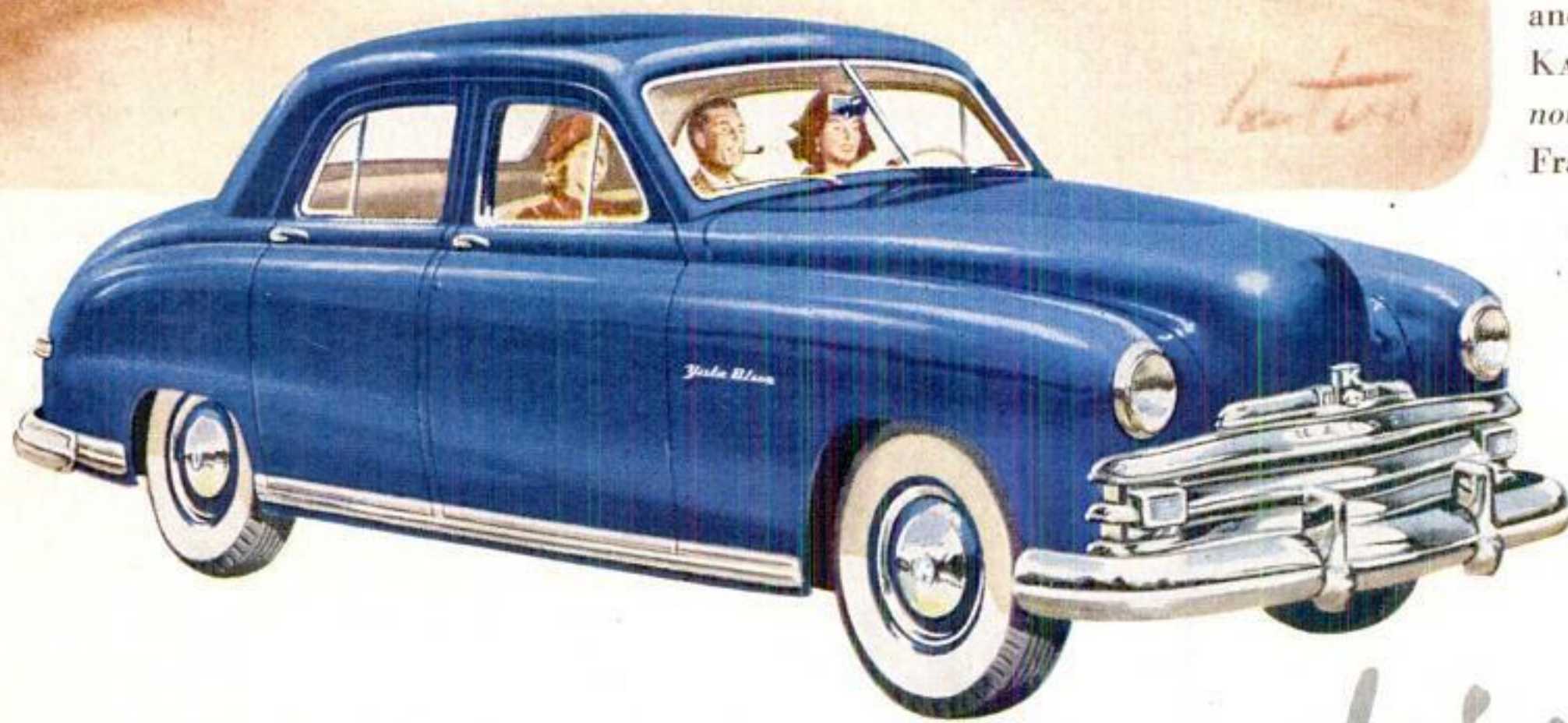
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Achievement - yours to share



Grand Coulee Dam

THE  1949
KAISER DE LUXE
IN
YALE BLUE



Why don't you drive
a 1949 Kaiser
and find out?

It all started in a construction shed near a shipyard.

The men there had wrestled with mountains, and had harnessed mighty rivers. They had planned and built a host of escort carriers, and had covered the seas with cargo ships and tankers. And they talked of a dream car they wanted to build.

Their dream came true at Willow Run—when the first KAISER came to life at the end of the assembly line. *Again* their new ideas swept ahead of tradition.

That was two years ago. Today, cars built by Kaiser-Frazer the better way are driven by three hundred thousand owners. They have been driven more than three billion miles over tough roads. They are the most copied cars in America. They are *value-proved*, *road-proved*, *style-proved*. They have proved their dependability.

Great things were expected of the 1949 KAISER—and the men from Willow Run have lived up to their promise! Now, 103 new features and refinements added! The 1949 KAISER DeLuxe is waiting for you now—at your dealer's, Kaiser-Frazer Corp., Willow Run, Mich.

A good eating greeting for just 52¢ a guest



"It's A&P for Merry and Thrifty Feasting"

You've every reason to rely on A&P for good things to eat for the holidays. For you'll surely want your foods to be extra special in goodness. Then, too, you'll want values as big as you can get them . . . because the family purse has so many demands upon it at holiday time.

A&P has been as busy as Santa gathering the choicest of foods. And now A&P Super Markets everywhere have everything from

plump, tender turkeys and choice hams and roasts for festive meals to nuts, fruits and candies in wide assortment for filling Christmas stockings.

Plan to shop for your holiday foods at A&P. You'll get really grand eating. And the savings you make can easily add up to enough for extra gifts under the tree for the children.

Holiday Sideboard

for your Christmas callers

Holiday Fruit Punch
Sandwiches Fresh Fruit
Fruit Cake Nuts

HOLIDAY FRUIT PUNCH

Pour 3 cups boiling water on 3 tbsps. tea. Strain. Add 1 cup sugar. Cool. Combine with 3 cups orange juice, ½ cup lemon juice, 2 cups pineapple juice, and 1 large bottle ginger ale or sparkling water. Garnish with sliced fruit and cherries, if desired. Serve over ice cubes, 16 servings.

Menu and recipe tested and priced by A&P Test Kitchen.
*Cost based on average prices in A&P Super Markets at time of going to press.



A&P Super Markets

A&P



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LIFE'S COVER

LIFE's cover picture of General Dwight Eisenhower shows him in his Pentagon office, seated in front of his Chief of Staff flag when he returned from commanding the Allied forces in Europe, which he describes on pages 130 through 154. General Eisenhower is an author of singular concentration. Wishing to acknowledge those who had assisted him, he sat down with a notepad to add a final page to his 212,500-word manuscript. Said one person there, "He wrote steadily down the page while conversation whirled around him. It was printed exactly as it was done in those few minutes of intense thought."



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Richard Hudnut Home Permanent



From a Noted Fifth Avenue Salon

If you've ever put your hair up in curlers, it's that easy to give yourself the NEW, IMPROVED RICHARD HUDNUT HOME PERMANENT. This salon-type home permanent is based on the same type of preparations used in the Richard Hudnut Fifth Avenue Salon. With it, you can set your hair in any style...from sleek cap to a halo of ringlets. Ask to see the RICHARD

HUDNUT HOME PERMANENT at your favorite cosmetic counter—today! Price \$2.75; refill without rods, \$1.50 (all prices plus 30¢ Federal Tax).

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- 1 Saves up to one-half usual waving time.
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- 5 Improved technique gives deep, soft crown wave... non-frizzy ends.
- 6 Only home permanent kit to include Richard Hudnut Creme Rinse—famous for reconditioning and lustre-giving.
- 7 Two lengths of rods. Standard size for ringlet ends; extra-long for deep crown waves.



Gee-e-e!

WHEN YOUR CHILD has seen what's under the tree . . . his delight is the finest Christmas present you could want. But there's something you can give him that's even more satisfying in the giving, and Christmas is a good time to think of this gift. Year after year it will still be providing happiness . . . more real happiness than almost anything else you could think of.

We mean, of course, the gift of a secure future.

Through The Prudential you can make sure

that the future will give your whole family the things you want them to have, even if you are not here to see that they get them.

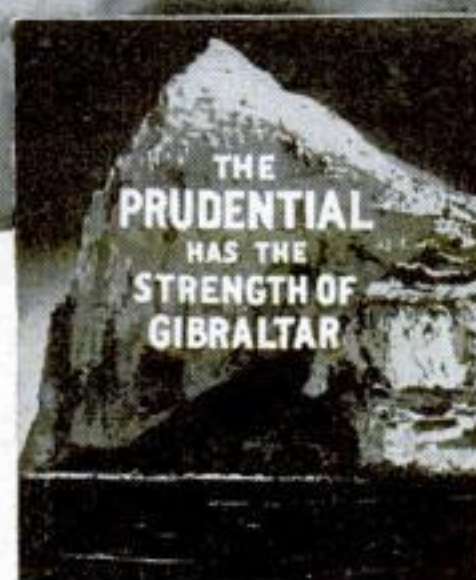
If you have not yet provided your family with this finest of gifts, see a Prudential representative. He will show you how easily it can be arranged.

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Enjoy the Prudential Family Hour of Stars—Sunday afternoons, CBS. And the Jack Berch Show—Every morning, Mondays through Fridays, NBC.



THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT



THE PRUDENTIAL

INSURANCE COMPANY OF AMERICA

A mutual life insurance company

HOME OFFICE: NEWARK, NEW JERSEY
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WHILE SIGHTSEERS GAPE, THE PRESIDENT AND HIS SECRETARY OF STATE WALK FROM THE WHITE HOUSE TO LUNCHEON AT BLAIR HOUSE ACROSS THE STREET

TRUMAN GETS BUSY HE AND HIS TEAM WORK OVERTIME ON A HOUSING AND LABOR PROGRAM

Harry Truman, preparing for his new term, found that the salary was not bad but that the working conditions left much to be desired. The White House, about to collapse from decades of onslaught by termites and dry rot, would not be habitable until a million dollar restoration program was complete—probably not for a full year. Meanwhile he was forced to live across the street in the government's Blair House and commute like any pedestrian to his office in the west wing of the White House, which is still intact.

Crossing the street in the morning, then twice at lunchtime and again in the evening, the President caused a flurry of excitement along Pennsylvania Avenue. Once a group of government girls, startled to see their President, shrieked, "It's him! It's him!" Once a Virginia motorist nearly ran him down—there was a sudden screech of brakes and Harry Truman jumped out of the way. The motorist stopped his car and held his head in his hands, ponder-

ing what he had almost wrought, but the President walked on unconcerned.

In fact it was obvious even from Harry Truman's stride last week that he was a new and very happy man. He looked as if he knew exactly where he was going and had so much confidence in getting there that he felt no need to hurry. He and his Cabinet were hard at work on budget plans and on a legislative program which he will announce in his State of the Nation speech to Congress in January—probably a federal housing plan, repeal of the Taft-Hartley Act, a stronger Labor Department and a new social security program including national health insurance. As the new term got rolling the White House was abuzz with plans and visitors (pp. 38, 39), but it also had a curious air of calm—for the President and his aides had settled down into a smooth-working team with remarkably little friction (pp. 36, 37). For the time being at least, everybody around the White House seemed to be happy but the termites.

THESE ARE THE PRESIDENT'S HELPERS IN HIS DAILY WHITE HOUSE CHORES



FIRST SECRETARY Matt Connelly is Truman's closest confidant and a smart adviser on politics. No visitor gets to see the President until Connelly has approved.



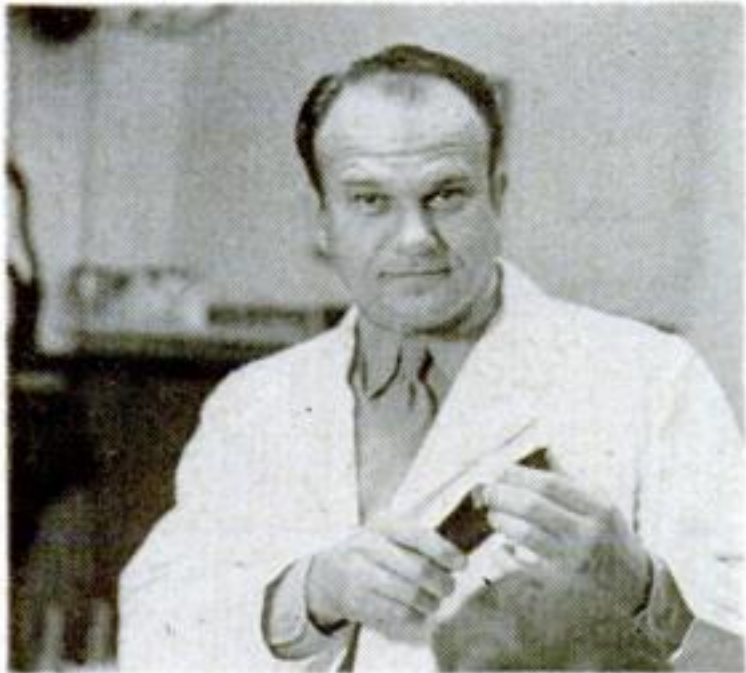
CORRESPONDENCE SECRETARY Bill Hassett, who also served Roosevelt, is quiet, scholarly, witty. He can say "no" so gently that it almost sounds like "yes."



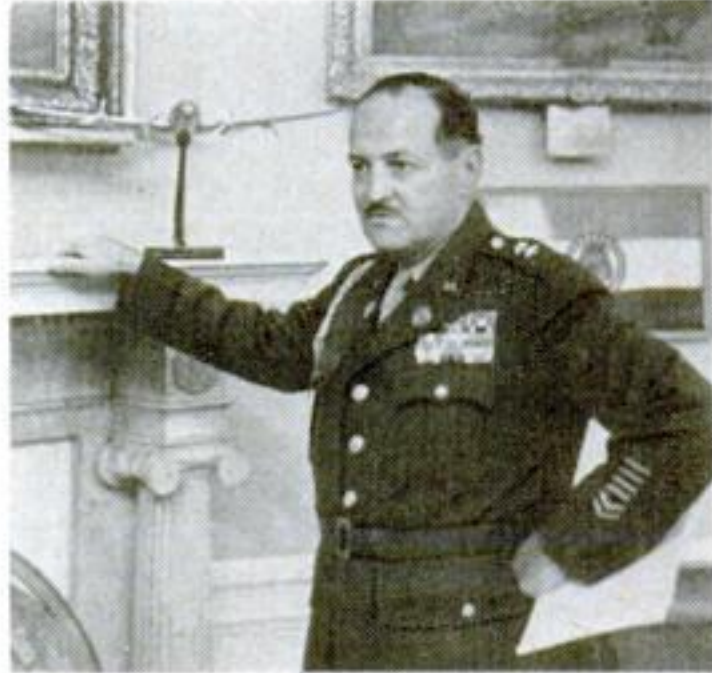
PERSONNEL EXPERT Donald Dawson investigates all presidential appointments before they are made, keeps the 400 White House employes busy and happy.



PRIVATE SECRETARY Rose Conway came with Truman from Missouri. She is a demon on the typewriter but no "fixer" like Roosevelt's "Missy" LeHand.



PHYSICIAN General Wallace Graham keeps President in trim. A cancer specialist and surgeon, he performs several operations a week at the Walter Reed Hospital.



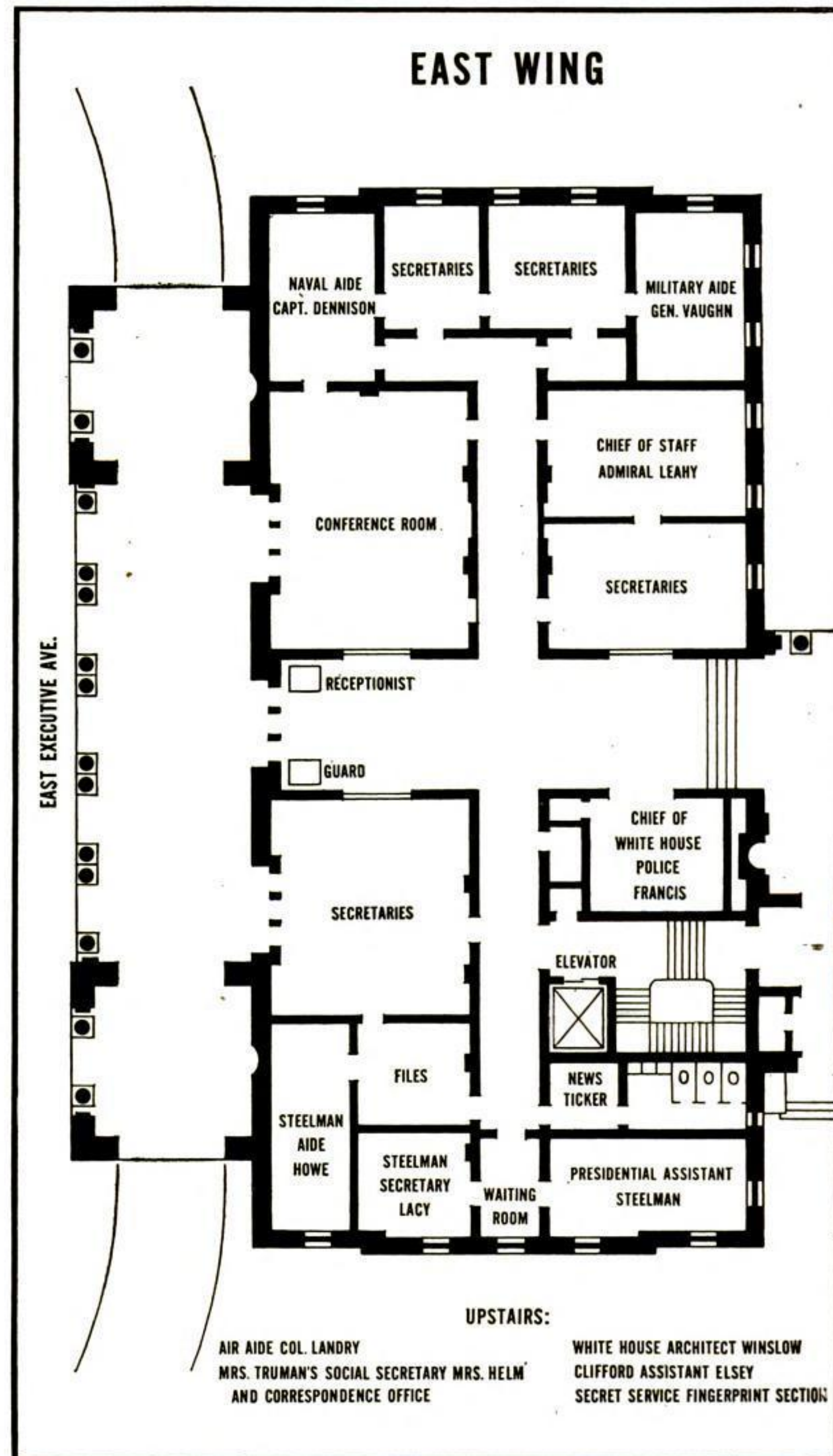
MILITARY AIDE Major General Harry Vaughan, a good-natured man with a barnyard sense of humor, is valuable just for the laughs and for his poker-playing.



LIAISON MAN Charles Murphy is the shyest staff member and speaks only when he has to. He is an expert at drafting legislation and at getting along with Congress.



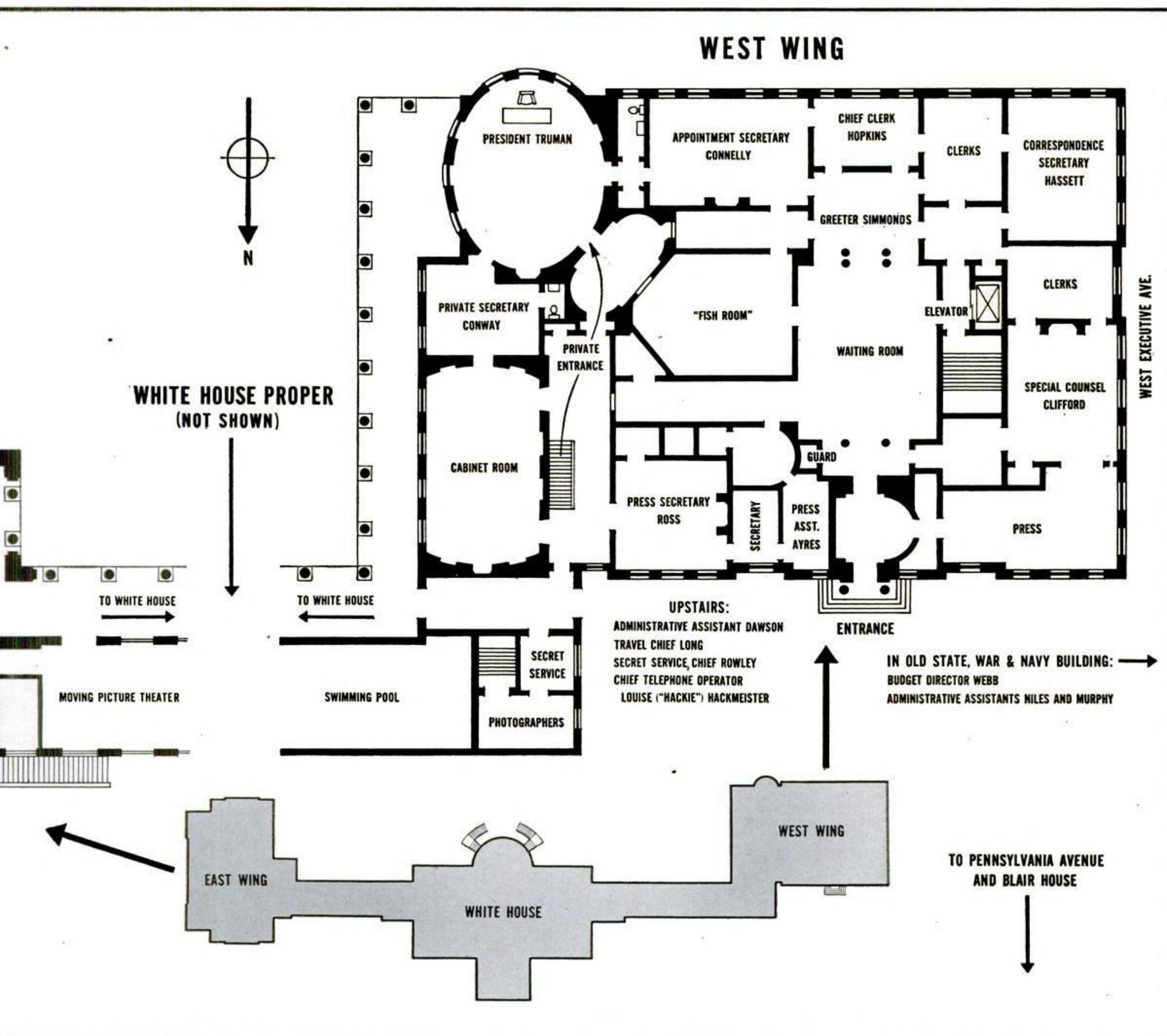
TROUBLE SHOOTER David Niles, a Harry Hopkins protégé, is the expert on problems of minority groups. He helped swing Jewish and Negro votes in election.



FLOOR PLAN of two executive wings shows how the President's White House staff is grouped about his oval office at the rear of the west wing. The staff has grown so large



ASSISTANT TO PRESIDENT John Steelman (right), a gregarious Arkansan, used to be in public relations, where he was known as a "human catalyst." He went to Washington with labor conciliation service, still considers labor his chief chore for the President. But these duties will disappear as Department of Labor is built up under Truman plan.



since the wings were built that some members, like Budget Director Webb and "anonymous assistants" Niles and Murphy, have had to move across the street. Dr. Graham has



PRESS SECRETARY Charles Ross (*left*) has been a friend of Truman's since they were high-school mates in Independence, Mo. He had a brilliant newspaper career as Washington correspondent and editorial page editor of the St. Louis *Post-Dispatch* but often seems out-of-place when talking as a press agent to other journalists as he is doing here.

his office in the basement, where there is also a dining room for the staff. "Fish Room" in west wing, used by visitors, gets its name from a rectangular aquarium at one side.



SPECIAL COUNSEL Clark Clifford is tall, handsome, smart, and the most important of Truman's personal staff. A St. Louis lawyer, he went to the White House as a naval aide, developed into the President's top speech writer and the man who helps Truman set the administration's political tone. He wrote the tax reduction and Taft-Hartley Act vetoes.

VISITORS, MEETINGS AND HOMEWORK KEEP PRESIDENT BUSY ROUND CLOCK

The White House day starts when President Truman, an early riser, crosses the street from Blair House and deposits his briefcase on the walnut desk of his Oval Room office. Precisely at 9 o'clock the secretaries descend on him: Connelly to discuss the day's calendar of visitors, Ross to talk about plans that should be announced to the press, Hassett to talk about correspondence (and usually to bring a chuckle with the latest request for the President to proclaim a "Be-Kind-to-Your-Mother-in-Law Week" or a "Sweetest Day in the Year"). The briefcase is opened and its papers—reports which the President has studied overnight—are dumped out. They are now ready to go back to the authors with notations like OK, HST or THIS LOOKS GOOD TO ME, HST. Executive Clerk William

Hopkins—whom the President likes but always hates to see—brings in a giant sheaf of official papers, usually about 600 a day, which require the President's signature. Admiral William D. Leahy, the President's independent old Chief of Staff, arrives with a summary of the world situation, as reported by the Central Intelligence Agency. Then come the visitors, who in a single day reach the formidable proportions shown below. (A few of them like Oscar Ewing, who is friend, trusted adviser and ace politician all rolled into one, are privileged to drop in at any time without even knocking.) Often there is a cabinet meeting (*opposite*), with a high-ranking official like ECA's Averell Harriman as guest. The President is lucky if he can get away in time for dinner—and an evening of homework.



PAUL HOFFMAN visits White House to discuss European recovery before his round-the-world inspection trip.



CHAIRMAN McGRATH pays call to discuss plans for his suddenly revived Democratic National Committee.



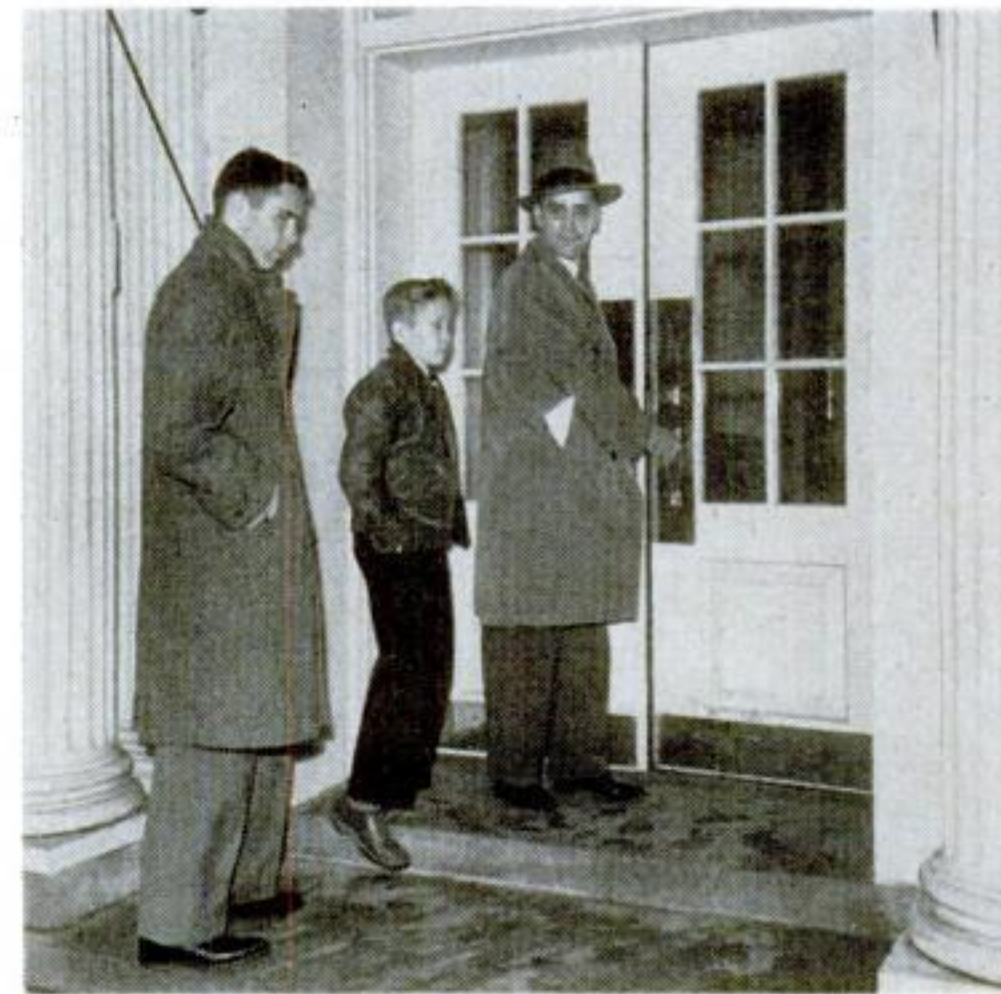
SENATOR CONNALLY offers congratulations, talks about his duties as head of Foreign Relations Committee.



OSCAR EWING (right), social security administrator, shakes hands with Clark Clifford after seeing President.



PAUL FITZPATRICK, head of New York Democratic Committee, lays plans for capturing New York in 1950.



WAYNE COY, Federal Communications Commission chairman, brings along his sons to shake President's hand.



AMERICAN LEGION sends in new commander, Perry Brown of Texas, to set up friendly relations with President.



ARMED SERVICES COMMITTEE on Religious and Moral Welfare and Character Guidance, appointed by the

President in connection with the new draft, holds its first meeting, discusses chaplains, counseling and recreation.

1653



A TRUMAN CABINET MEETING BREAKS UP.
IDENTIFIABLE FROM LEFT ARE MARSHALL,
HARRIMAN, SNYDER, CLARK AND FORRESTAL



LIFE AND DEATH are joined in a dramatic picture of fog at Berlin's Tempelhof airfield. A food-carrying U.S. C-54, guided by high-intensity lighting (*right*) skims past

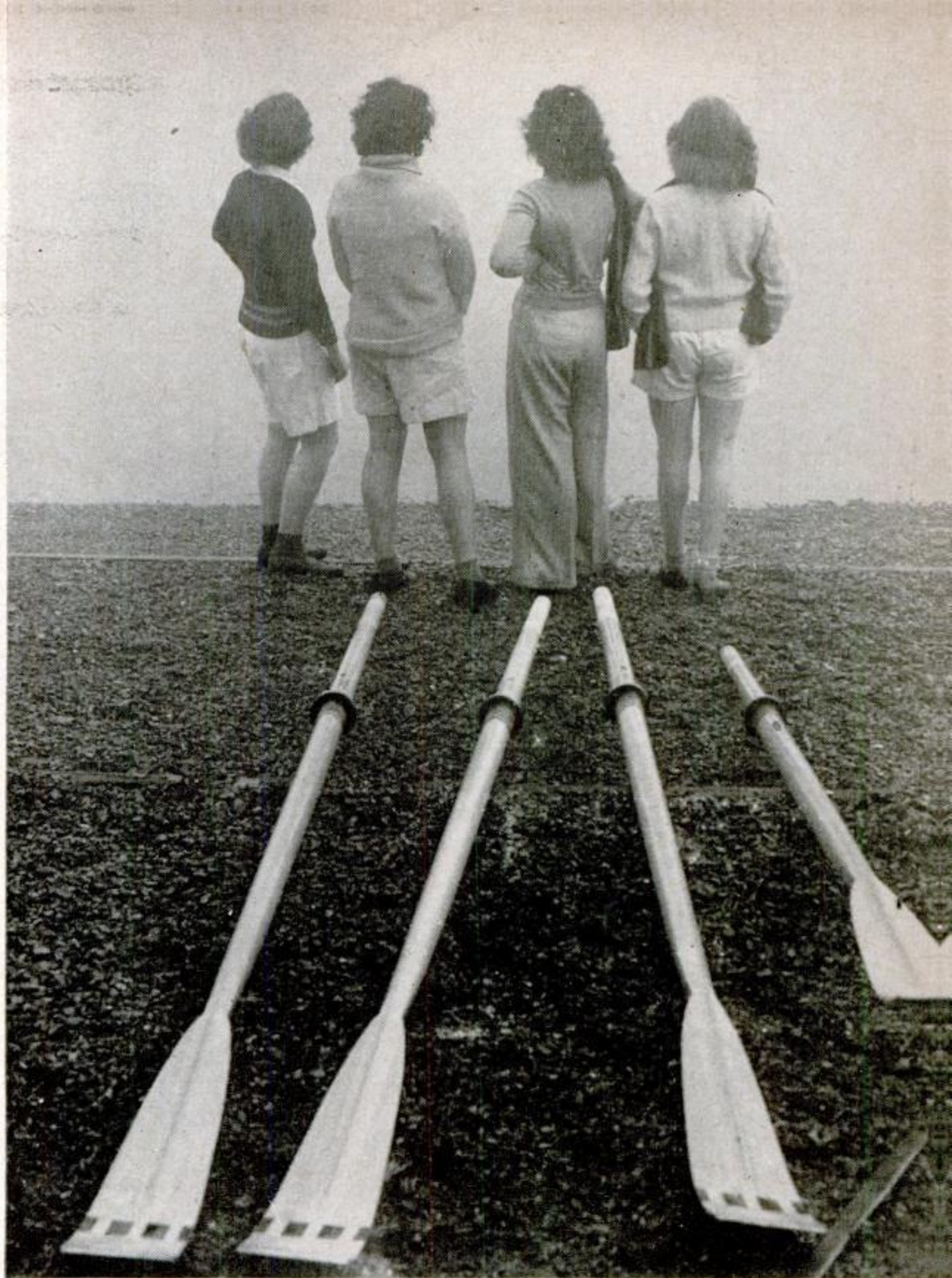
a St. Thomas cemetery gravestone. The new system leads pilots into runway between rows of beacons, which are 70 feet high at start and reduce in 4,000 feet to ground level.



AT PARIS THE SUN TRIES TO PUSH THROUGH ABOVE PLACE DE L'OPERA, FAILS

RECORD FOG ENVELOPS EUROPE

Europe lay like a baby—damp, helpless and nearly smothering beneath the blanket that had slipped up over its head. The "Great Fog," as the headlines soon called the blanket, was the longest of official record at London (114 hours against 88 at Christmas time, 1944). It reached as far inland as Czechoslovakia, and from Finland south to Italy. Like a baby, Europe squirmed and set up a wowl, but neither whistles nor foghorns helped very much. In Paris trains collided, and along Norway's coast nine small ships went aground. The Berlin airlift faltered even with high-intensity lights (*left*). England's fog bill was estimated to be about \$12 million a day in damages and losses from sailing delays (*below*). The people suffered sore throats and exasperation (*right*), and M.P.s slept in the House of Commons because buses could not run. The *London Times* suggested fog-breaking by "some beneficent application of the atom bomb." Then the blanket slipped away, and Europe looked about and felt better again.



LONDON COEDS TRAINING FOR ROWING MEET GIVE UP AS FOG SETTLES DOWN



FOG LIFTS at Southampton and *Queen Elizabeth*, world's largest liner, finally pulls away from dock after 14 days of delays which began with New York dock strike in mid-

November. Fog lengthened the delay, and also held up the *Queen Mary* and the *Aquitania*. The *Queen Elizabeth's* delay all alone cost Cunard more than a million dollars.



POPEYED SUBWAYITE

In New York another two miles of subway were added to the 237-mile labyrinth under the city, and Mayor William O'Dwyer

(above, center) made an inspection tour. Behind him a popeyed subwayite peered in, amazed not so much at the \$47 million cost of the addition as at the fact that a seat could be found, even for the mayor.



SHARPSHOOTING COPS

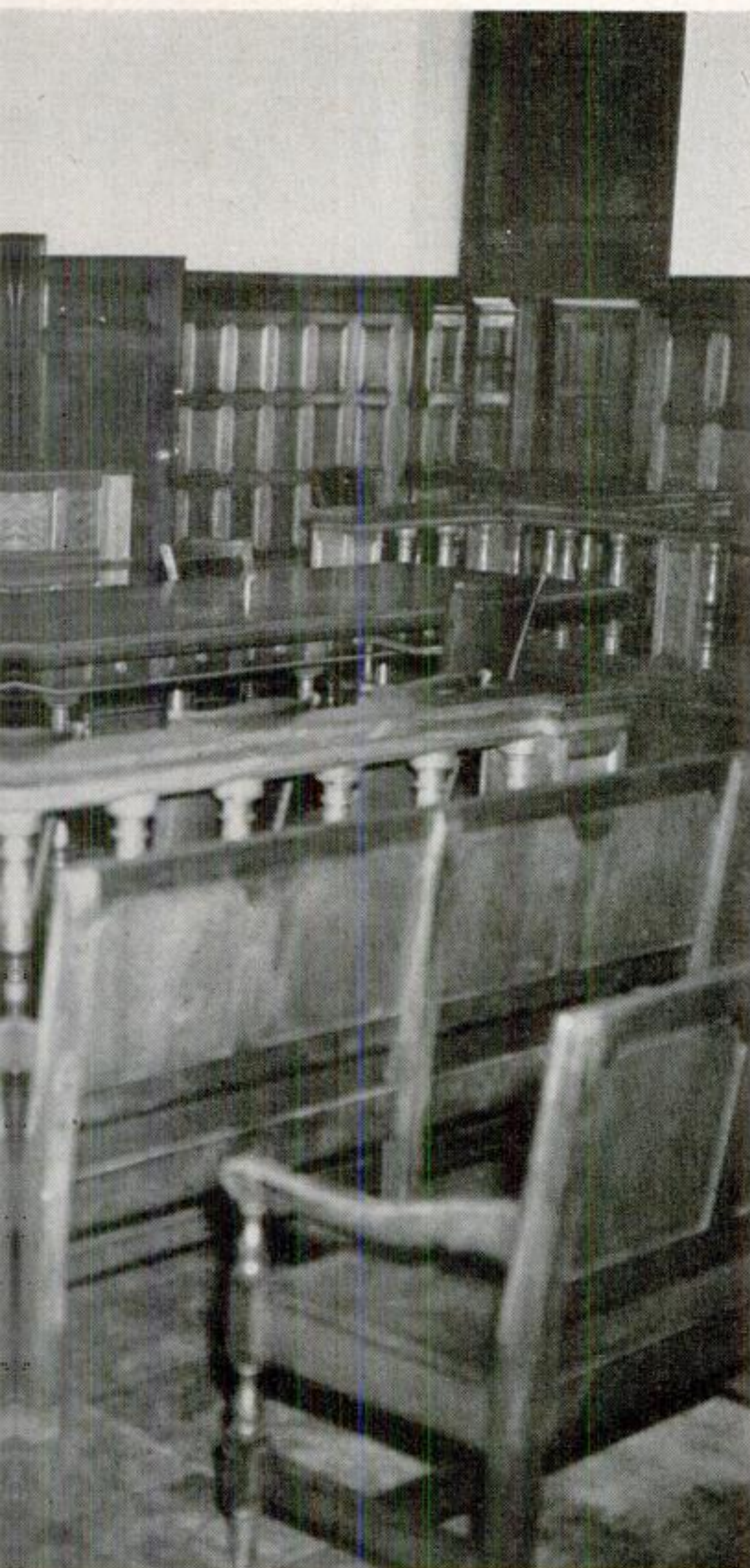
Oakland, Calif. police surprised three marines in civilian clothes who were noisily holding up a bar. When one of the ma-

rines (foreground) reached for a gun a cop let go a blast which nearly tore the marine's hand off. Another cop's blast felled innocent bartender (background), who was only trying to get out of the way.



DIVORCE RACKET

In New York state a divorce is obtainable only on grounds of adultery—a very difficult charge to prove in court. But in Manhattan alone 9,000 divorces have been granted since 1946, many on the basis of evidence cold-bloodedly purchased by the divorce-seekers. In October the New York *Journal-American* discovered a professional co respondent named Mrs. Sara Ellis (above, left), who was weary of receiving only \$8 to \$10 per case and



was talkative. The *Journal* prodded District Attorney Frank Hogan into action and bayed approvingly when, on Nov. 30, he arrested two attorneys and a private detective. Mrs. Ellis admitted she had acted as a hired co respondent in 35 recent cases and that her mother, Mrs. Minnie Bozick (*right*), had helped out in others. The big exposé was not news to most New Yorkers, who had long winked at the racket. But while the investigation continued Manhattan's divorce court (*top*) was far from crowded.



JET WINGS These 100-ton Flying Wings were lined up at Hawthorne, Calif. last week to have their conventional internal combustion engines replaced with much speedier turbojets.

These nine planes, with a bomb load of 15 tons each compared to 10 tons for the B-29, fit into same space as four standard bombers would require. The Air Force has an additional 30 Flying Wings on order.



OLDTIME ELEGANCE is displayed by ermine-wrapped Mrs. George Washington Kavanaugh (center) as she and a top-hatted escort wait at the curb for the arrival of her luxurious limousine.



STARTLED FIRST-NIGHTER REACHES SEAT ONLY TO FIND SELF CAUGHT

THE MET OPENS

This year the first-nighters behave themselves



MRS. CORNELIUS VANDERBILT, told by doctor to leave early, stayed to end, said, "I had to see watchamacallit get choked." (She meant Desdemona.)



IN TELEVISION LENS. THIS WAS FIRST TIME THE MET WAS TELEVIEWED

The Metropolitan Opera faced this season with trepidation. The old upper-crust glitter of its opening night had been tarnished in the past years by people who did ill-bred things and got their pictures taken. But this year the audience decided to behave. The woman who smoked cigars did not show up. The lady who put her leg on the table last year did nothing more than spar with a boxer in the bar. Relieved, the Met hardly minded the lukewarm reception given its production of *Otello*.



LATE ARRIVAL is caught on television screen as he pushes way to a seat in time for the second act. TV promises to be a hazard to such operatic rudeness.



THE PRESIDENT'S DAUGHTER sat in Diamond Horseshoe as the guest of Miss Jane Watson (behind her). In intermission Margaret Truman chatted with the dowagers in the adjoining boxes



IN NEW STATE OPERA HOUSE ONCE FREQUENTED BY HITLER, COMMUNISTS AND THEIR STOOGES "ELECT" CITY COUNCIL AND MAYOR BY A SHOW OF ENTRANCE CARDS



ANTI-COMMUNISTS at Socialist caucus hear Party Chairman Franz Neumann. They urged big turnout for

election. In municipal election two years ago 90% of Berlin's 2,319,000 registered electors took the trouble to vote.



RED SIGNS say "secure peace for your children" and deride voting "under the protection of U.S.A. tear gas."

TWO GOVERNMENTS RULE TWO BERLINS

Communists try to sabotage election

Berlin last week became a perfect microcosm of the divided world. The disruption which began last June with the Soviet blockade was completed by two elections—one real, one phony. Their effect was to create two local governments: one for "western Berlin" which includes a little more than half the old city's area and 2,004,000 of its German residents in the U.S., British and French occupation sectors; and another for "eastern Berlin," where 1,176,000 Germans live in the Soviet sector. Both claimed all Berlin. But the writ of each ran only in the sectors of its big-power protectors. On Sunday, Dec. 5, candidates of all anti-Communist parties stood for the legal City Assembly, which constitutionally chooses a city council and lord mayor. Knowing it had no chance in a fair fight the Berlin Communist party (alias Socialist Unity party) and its splinters boycotted the western election. Their street thugs repeatedly harassed anti-Communists, who reacted with great vigor (*below*) and often gave the Reds a thorough thumping. On Nov. 30 the Reds stole a march with a staged "assembly" of party hacks (*left*) who "elected" a city council and a Communist lord mayor—pudgy, middle-class Friedrich Ebert, son and namesake of the first president of the pre-Hitler Weimar Republic. Later on Ebert (*right*) made his bow to 100,000 Berliners in the foggy Unter den Linden. They heard him in respectful apathy, groaned and headed home when No. 1 German Communist Wilhelm Pieck took the microphone. False though the performance was, it was nothing to laugh off: the Communists held the City Hall and most of the apparatus of government, and they had made any settlement in Berlin immeasurably more difficult. A sign ironically carried by the Communists expressed the deadened hope of all Germans: "We want one Germany and one Berlin."



UNDER SIGN "OUT WITH THE BANKRUPT COUNCIL," BOSS PIECK (CENTER) POSTURES WHILE EBERT SPEAKS



ANGRY DEMOCRATS eject a heckling Communist from a turbulent party rally in the British sector.



BLOODIED HECKLER, who was beaten up by anti-Communists, gets a rough handling by German police of the western sector.



SOCIALIST GUARD with Hitler-style mustache ejects a Communist who tried to break up meeting.

SOME GREAT AMERICANS

FOUR WHO DIED DURING 1948 HAD THE SAME DISTINGUISHING CONSTANTS OF CHARACTER

If you take the obituary pages and the milestones columns at face value, a good deal has died out of American life during 1948. Orville Wright, the coinventor of the airplane; David Wark Griffith, first great movie director; William S. Knudsen, General Motors' great master of the mass-production technique; Simeon Strunsky, New York *Times* columnist who was called "the last of the essayists"; Wesley Clair Mitchell, first economist to whip the statistics of business cycles into manageable and measurable shape; Babe Ruth, who transformed baseball; Jock Sutherland of Pittsburgh, exponent of split-second football blocking—the list is long and distinguished. These men added to various phases of American know-how—and their deaths are not really deaths, for much of their know-how has been funded, so to speak, into living tradition. But there were other deaths in 1948 whose impact on society is more difficult to assess. With the departure of Charles Evans Hughes, statesman and jurist; Charles A. Beard, distinguished historian; Wilbur Cross, scholar and politician; and Mrs. Edith Carow Roosevelt, widow of the great T.R., we have lost some almost irreplaceable character. The phrase "almost irreplaceable" is used advisedly, for, if rightly understood by a later generation, not even individual character is lost to the future. It may be imitated by those who are willing to put the burden of achieving greatness upon themselves—and, in time, the imitators may surpass the originals.

The American Flavor

Charles Evans Hughes, Charles A. Beard, Wilbur Cross and Mrs. Theodore Roosevelt were all unique individuals, but we like to think of them as peculiarly and typically American, with certain constants of character that are to be discovered in the American at his or her best. The constants are not to be found in what they did in life. They are to be found in how they did it. All of them had some ideal of service to Abraham Lincoln's common people (not the "common man," which is a phrase that presupposes a gray uniformity of the person that just doesn't square with reality). But there was no meaching flattery of mere commonality about any of them. They were superior people in the good Ortega y Gasset definition of the superior man, who is willing to put the burden of perfectibility upon himself as a monk is willing to shoulder the burden of holiness. In other words they were natural aristocrats as well as natural democrats. Despite some of the latter-day connotations of words, the two are not incompatible.

Much of what these people did has already been dimmed by time: when really old people die the young are sometimes surprised to learn from the obituaries what records of accomplishment lie buried in the past. The youngest generations remember Charles Evans Hughes as an old man in a Jovian white beard who was Chief Justice of the U.S. when President Franklin D. Roosevelt moved to clip the power of the "nine old men." As a jurist, Hughes held some aspects of the U.S. Constitution as being beyond the reach of legislative majorities—which

is a point of view that has been out of fashion for a generation. But the really distinguishing thing about the pattern of Mr. Hughes's career is its many-sidedness.

As a lawyer, Hughes had one of the great intellects of his time; he could take a legal brief from the hands of a clerk at the Pennsylvania Station in New York and have it virtually memorized by the time he arrived to plead before the Supreme Court in Washington. At the age of 8 he had read Shakespeare through, not as "literature" but just for the stories, as he recalled later with his acid humor. As a legislative counsel, he conducted the great 1905 New York state investigation into the insurance scandals; later he was governor of New York state. His biggest "failure" came in 1916, when he lost the presidency by losing the State of California. But he "digested" the failure during his subsequent careers as Secretary of State and chief justice of the Supreme Court. His adroit behind-the-scenes maneuvering kept Roosevelt from "packing" the Supreme Court in 1937. To forestall the President, Chief Justice Hughes had to engage in some judicial hairsplitting that may have done violence to his own view of the Constitution. But the "integrity of the court" as an unassailable part of tripartite government was thereby maintained. In Hughes's eyes, this was tantamount to saving the Constitution itself.

"Uncle Charlie" Beard died in the midst of his campaign to put the blame for Pearl Harbor on Franklin Roosevelt. Many editorial writers thought it anomalous that the dean of American historians had thus gone to his reward as "the hero of the Chicago *Tribune*." But what really outraged Beard was not the objectives of President Roosevelt, but a method of pursuing them that involved different courses in public and in private. To Beard, this was a hypocritical way of doing business.

A Hoosier Moralizer

Although Beard won his first great fame by investigating the purely material interests of the men who wrote the U.S. Constitution, he was at heart a Hoosier moralizer. When his young disciples picked up the materialist aspects of his thought he chided them by writing *The Republic*, which is a defense of the system of ideas and their sustaining spirit which the Founding Fathers wrote into the Constitution. The disciples who had grown up on the muckraking aspects of *The Rise of American Civilization*, that gigantic history which Uncle Charlie wrote in collaboration with his wife, saw only that Beard had condemned the predatory aspects of the "robber baron" generation of industrialists and financiers. What the disciples missed was Beard's praise of the "economic barons" as "organizers of men and materials" and as men of "luminous imaginations," who were to America what the great Elizabethan merchant adventurers had been to England. Before Uncle Charlie made his impact on the writing of U.S. history, politicians such as James G. Blaine and Roscoe Conkling bulked larger in the history books than Andrew Carnegie and John D. Rockefeller. Today the pendulum has swung

too much the other way; we are now in danger of forgetting that James G. Blaine was a pioneer of modern U.S. foreign policy. But Uncle Charlie would have condemned this newer one-sidedness with the same irony that he had invoked in condemning the old.

When Wilbur Cross—or "Uncle Toby," as he was known to everyone—came to write his autobiography in his 70s, he devoted almost half of it to his four-term career as governor of Connecticut, all of which took place after his retirement at 68 as dean of the Yale Graduate School. But this top-heavy apportionment of auctorial space was due not to a just appreciation of accomplishment but to the changing interests of an old man. Cross was a good governor, but the great pioneering work of Uncle Toby was as a proponent and teacher of sound 18th Century realism at a time when the English departments of American universities were still celebrating romanticism and Victorian sentimentality. By his works on Henry Fielding and Laurence Sterne, great English 18th Century novelists, the young Wilbur Cross helped change the literary currents of a nation. Although he had been born in a cracker-barrel community in rural northeastern Connecticut, where Democrats used to be almost as rare as unicorns, Wilbur Cross became a Democrat out of free-trade principles and stuck to his chosen party all his life. He was against Prohibition during the Prohibition years and always took pains to say so. Over his desk he framed a motto of Mark Twain's: "Always do right. This will gratify some people and astonish the rest."

Strong-minded Wife

Mrs. Theodore Roosevelt, the widow of T.R., was antipublicity, which means that no legends have accumulated about her. But she was one of the strongest-minded and strongest-willed presidential wives who ever lived in the White House. Riding herd on her effervescent husband and her equally spontaneous stepdaughter Alice was no cinch, but Mrs. T.R. accomplished it easily. Once her husband began talking rather fulsomely to a friend about her qualities. "Theodore," said Mrs. T.R., "you're talking just like an obituary." "Why *Ee-die*," exclaimed Theodore. At other times when Mrs. Roosevelt acted as a brake, Theodore would say, "Why *Ee-die*, I was only..." But he always shut up.

The constants which united Charles Evans Hughes, Charles A. Beard, Wilbur Cross and Mrs. Edith Carow Roosevelt were a downright-ness that precluded Gallup Poll thinking, an insistence on personal excellence, a refusal to pursue either the dollar or political power for their own sakes, a tart humor, an idealism that never ran off into wishful thinking or futility and, finally, a willingness to take the momentarily unpopular course. Is it fanciful to think of these as typical American qualities? If so, why is it that these qualities are components of that original Yankee symbol, the downright, tart, effectively idealistic Uncle Sam? The qualities must be American, or Uncle Sam must be an untypical symbol. In the latter case it is time to remedy our character.

ACTUAL COLOR PHOTO OF THE PEAS USED IN MAKING CAMPBELL'S GREEN PEA SOUP

If you like peas sweet and tender
... then you'll love this soup



LOOK FOR THE RED-AND-WHITE LABEL

**It's cram-full of nourishment
that busy folks need!**

It's enough to make you reach for a spoon this minute, isn't it?—just to look at a steaming bowl of velvety-smooth pea soup . . . to see all those young green pods holding the sweet tender peas used in making it! Yes; plump garden peas made into a thick purée, enriched with creamery butter and lightly

seasoned . . . a soup to tempt and satisfy. Youngsters delight in it and mothers are glad to know it's high in food energy. So call on Campbell's Green Pea Soup often this winter—for a welcome taste of sunny June. Add water for delicious pea soup: add milk for an extra-nourishing cream of pea.



While I stir this soup I sing
And make this little rhyme:
"I'll enjoy a taste of Spring
Although it's wintertime!"

Campbell's GREEN PEA SOUP

Dinah Shore says

"As a hostess, I've found that my guests prefer ROMA Champagne." Such a gay, all-occasion wine! Glamorous for cocktails, luxurious with dinner, perfect for evening entertaining.

(Dinah Shore, famous Columbia Recording Artist)

FOR BETTER ENTERTAINING

and friendly hospitality, serve ROMA California Sherry, perfect first call to dinner. See how tangy, nut-like ROMA Sherry adds to the meal that follows. Glowing and fragrant, not too dry, not too sweet, here's an all 'round favorite, a delightfully mellow wine for any occasion!



FOR BETTER DINING

and to give new zest to everyday meals, serve fine, red ROMA California Burgundy. Velvety smooth and dry with delicate bouquet, ROMA Burgundy brings out the full flavor of red meats... of any hearty foods... is delicious and distinguished for your most formal dinner party.



FOR BETTER MARTINIS

or Manhattans... use better-tasting ROMA Vermouth. Sweet or dry, ROMA Vermouth is the subtle blend of many rare herbs with the choicest of fine wines. Both were prize-winners, too, at the 1947 and 1948 California State Vermouth Judgings. You, too, will judge them to be the best.

© 1948 ROMA WINE CO., FRESNO, CALIF.





America's
First Choice!

ROMA WINE

Day after day, month after month, more Americans
buy ROMA than any other wine . . . because

ROMA WINE
Tastes Better

Sprightly dry, pale gold ROMA California CHAMPAGNE,
like all Roma Wines, is carefully selected
for you from the world's greatest
reserves of fine wines.



Be a Christmas Angel

give these Merry-makers
for many Happy New Years



Holly red—and tiny enough to tuck into a topcoat pocket! That's the RCA Victor "Personal" radio. Just 6¼ inches high, it plays the instant you open it. Precision-built with "long-life" RCA battery and tiny but sturdy RCA Victor tubes. Choose yours in black, brown, or red lizard-grain plastic. RCA Victor 8B43.

The "Golden Throat"

Only RCA Victor instruments have the "Golden Throat"—a precisely balanced 3-way tone system that's the finest in RCA Victor history.



Bright idea—this gay little table set! Has a "luxury look"—but that lovely effect of richly grained rare woods is a clever finish on smooth and sturdy plastic. Has the "Golden Throat." Extremely selective and sensitive. A gift for discriminating givers and "getters." RCA Victor 75X16.



Pretty smooth—a big "Merry Christmas" in a tiny package! Less than 6 inches tall, this tiny charmer has wonderful tone, amazing selectivity, power to spare. Clear plastic tuning dial in cabinet top turns at a finger's touch. In "sugar-plum" or ivory-finish plastic. RCA Victor 8X521.



Christmas Star—with dozens of points, all good! Point 1—it's a portable that also plays on AC or DC. Has the "Golden Throat." It's light-weight, lovely—plastic with non-tarnish gold-color trim. A star performer at a price that's a pointed hint to a thrifty Santa!

RCA Victor 8BX5.

Tune in Robert Merrill, singing "The Music America Loves Best" . . . Sundays, 5:30 EST on your NBC station.

RCA VICTOR
DIVISION OF RADIO CORPORATION OF AMERICA



PEOPLE

NEW HEAD OF ORTHODOX CHURCH

Last month in the Cathedral of Phanari on the banks of the Golden Horn in Istanbul, Turkey, 17 metropolitans of the Greek Orthodox Church, casting ballots in a silver urn, elected the benign and bearded priest below their patriarch and spiritual ruler of 180 million members of Eastern Orthodoxy. He is Athenagoras, 61, Greek-born Archbishop of North and South America, first U.S. citizen ever to hold this office. Next month, after he flies to Istanbul, he will re-

treat into a strict monastic life. His predecessor was freed to resign because of illness described by physicians as "severe melancholia brought on by claustrophobia caused by confining nature of his duties." Athenagoras' chief duty—and main reason an American was wanted for the job—will be to guard his church against the attempts of the Soviet, which already rules the Russian branch of the church, to bring more Orthodox churches under the control of Moscow.



HOLDING A BISHOP'S STAFF IN HIS LEFT HAND AND A CROSS IN HIS RIGHT, ATHENAGORAS STANDS IN THE DOMED THRONE OF THE GREEK ORTHODOX CHURCH



Seaforth Set E... Shaving Mug, Lotion and Men's Talc in gleaming stoneware. \$3.10

He'll love you for it!



Give Him That Wonderful Seaforth Feeling...
the look and the lift of successful grooming. Smart men like Seaforth... its bracing air of Highland heather, its man-styled packaging. Fifteen gift-wrapped sets from \$2.00 to \$7.20. Single items in polished stoneware, only \$1.00; in unbreakable Duralite for his suitcase, \$1.25. At best department, drug, and men's stores.

The gift he'll remember long after December

Seaforth!
FOR MEN



Set C. Shaving Lotion and Talc combined in a hand-some gift-wrapped box. \$2.00



The Traveler... Lotion, Talc, and Cologne, in new unbreakable Duralite. \$3.75



Set F. Shaving Mug, Soap, Talc, Lotion and Hairdressing. A perfect present! \$5.20

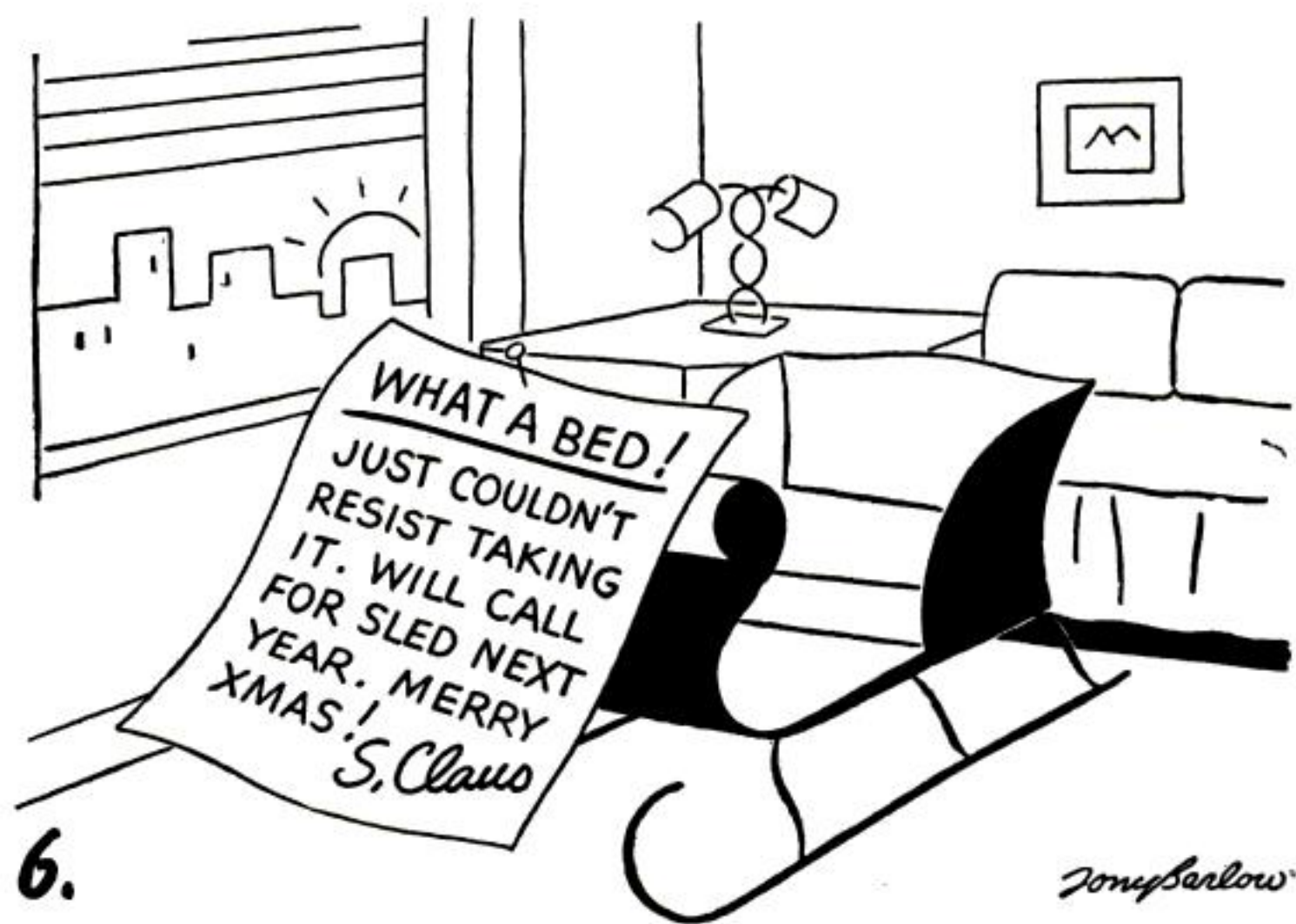
★ Send 10¢ for a wonderful "stocking" present — a big trial tube of Seaforth's new Brushless Shave Cream! Seaforth, Dept. L, 10 Rockefeller Plaza, New York 20.



PAINFUL MISSION

At Washington's airport last week an official plane landed without much fanfare and China's Madame Chiang Kai-shek, come to the U.S. to make a kind of last-ditch plea for help for her husband's government, stepped out. Soon she was walking about the grounds of Dodona Manor, the home of Secretary of State and Mrs. Marshall (above). Marshall himself was in the hospital for a checkup. But she would soon have a chance to talk to him about China's plight, and she also had an appointment with President Truman. In the meantime it was impossible to say whether her smile was hope or merely bravery.

CONTINUED ON PAGE 56



HOTELS STATLER IN BOSTON • BUFFALO • CLEVELAND
DETROIT • ST. LOUIS • WASHINGTON
STATLER OPERATED HOTEL PENNSYLVANIA HOTEL WILLIAM PENN
NEW YORK PITTSBURGH



The Season's Best



Blackie: "There's something about the spirit of Christmas, Whitey, that makes the world look beautiful."

Whitey: "Yes, Blackie — Christmas instills new hope in the hearts of men everywhere. May it bring justice and peace to all the world."



"BLACK & WHITE"

*The Scotch
with Character*

BLENDING SCOTCH WHISKY • 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK • SOLE DISTRIBUTORS

PEOPLE CONTINUED



CHURCHILL AT 74

Three days before Winston Churchill turned 74 last week, a photographer caught him in a perfect portrayal of John Bull on horseback, embodying all that is solid and enduring in the English character. Renewing a prewar pastime, Churchill rode with the hunt at Chartwell Farm adjoining his country home. Incidentally he let the public know just where he stands on fox hunting, which a group of Labour M.P.s is trying to abolish. He showed the poise developed as a cavalry lieutenant 50 years ago and handled a borrowed mount handsomely for two hours. Then the hounds lost the scent and Churchill rode home.

Sock 'em with a Load of Good Cheer



Give 'em by the Carton!

Give 'em to everyone who smokes—the family, the neighbors, your friends—everyone who's been good to you all year. Chesterfields are the best tip I can give you at Christmas time or any time. When you give Chesterfields you sock 'em with a load of good cheer.

*Merry Christmas Everybody
Arthur Godfrey*

ABC *Always Buy* **CHESTERFIELD**

*For
Many Happy New Years...*

GIVE

BULOVA

THIS CHRISTMAS

DISTINGUISHED MEMBERS
OF THE

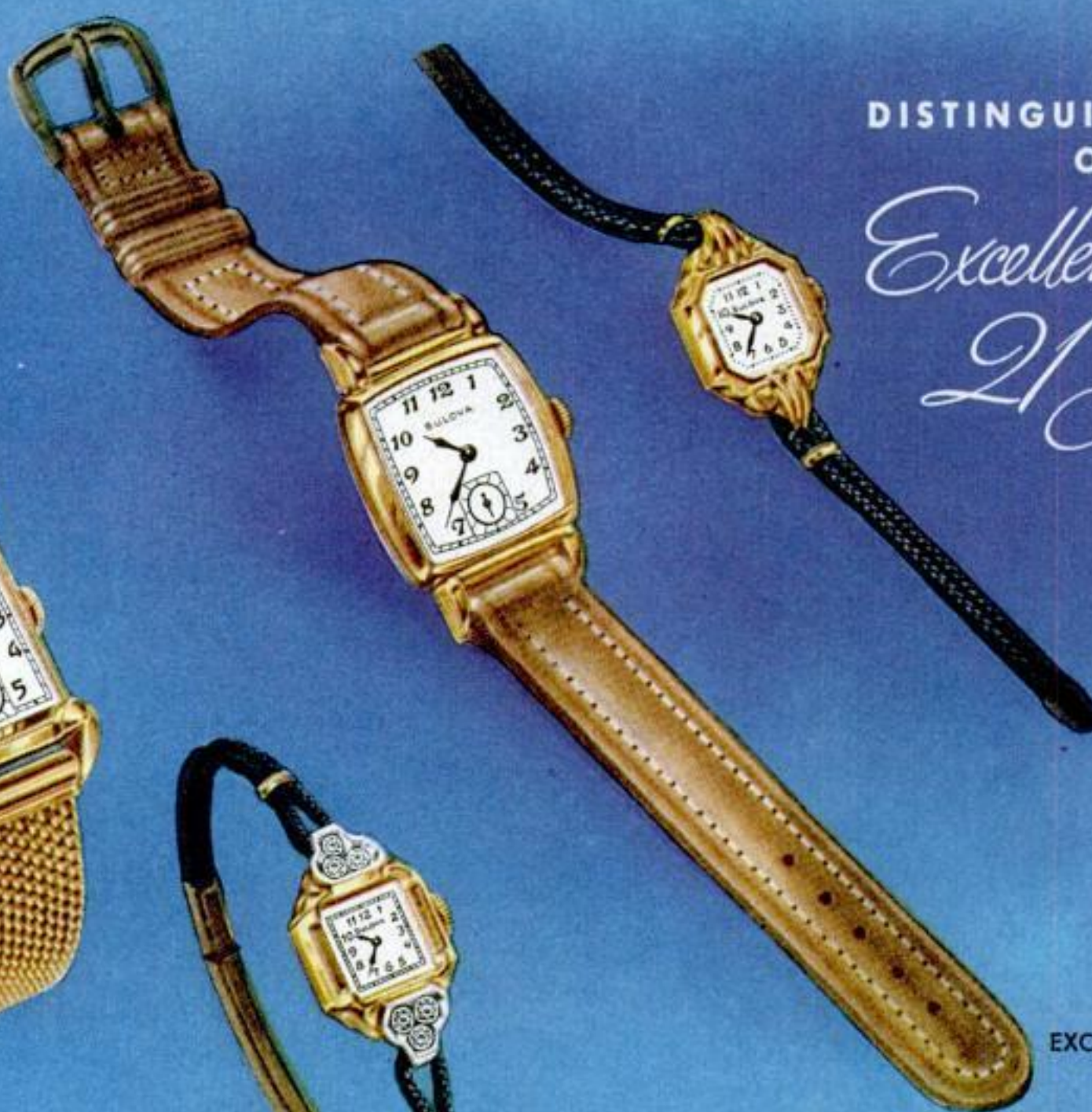
*Excellency Group
21 Jewels*



HER
EXCELLENCY "L"
21 jewels. Also
available in yellow.
\$59.50



HIS
EXCELLENCY "NN"
21 jewels. Also available
in pink and in white.
\$71.50



HER
EXCELLENCY "A"
21 jewels. Also
available in white.
\$49.50



HER
EXCELLENCY "Z"
21 jewels. 6 diamonds.
14 kt. gold. Also
available in white.
\$195.00

HIS
EXCELLENCY "XX"
21 jewels.
\$49.50



CO-ED
17 jewels. Also
available in pink.
\$29.75



CAROLYN
17 jewels.
\$39.75



ELEANOR
17 jewels.
\$45.00



CLAIRE
17 jewels.
Expansion bracelet.
Also available in yellow.
\$55.00



BERNICE
17 jewels. 2 diamonds.
Expansion bracelet.
\$71.50



DUNCAN
21 jewels.
14 kt. gold.
\$135.00



SQUADRON
17 jewels.
Expansion bracelet.
Also available in pink.
\$55.00



ARNOLD
15 jewels.
\$29.75



CADET
15 jewels.
Expansion bracelet.
Also available in pink.
\$39.75



BUCKINGHAM
17 jewels.
\$49.50

Under thousands of Christmas trees
—thousands of Christmas gifts. Before
long many will be forgotten. But a
Bulova Watch will remain throughout
the years as a constant reminder of your
thoughtfulness. This Christmas, Bulova
presents the most brilliantly styled
timepieces in all its history. Choose
yours today. America's Greatest Watch
Values — Bulova Watches are priced
from \$24.75 to \$2500. At better
jewelers' everywhere!

All prices include Federal Tax.

BULOVA

Gift of a Lifetime



Ready for the Oven

LAMB KABOBS

2 lbs. boned lamb shoulder 8 small potatoes
8 slices of onion 8 pieces green pepper 4 medium sized carrots
4 slices bacon salt pepper 2 cans Hunt's Tomato Sauce
1 cup water 4 tbsp. chopped onion
1 tbsp. Worcestershire Sauce 4 whole cloves

Cut meat into 12 pieces. Peel potatoes and carrots. Cut carrots and bacon slices in half. Arrange alternate pieces of meat, potato, bacon, onion, green pepper and carrots on metal skewers. Sprinkle with salt and pepper. Mix Hunt's Tomato Sauce, water, onion, Worcestershire sauce and cloves. Pour into shallow pan 12 x 9 x 2 inches. Arrange Kabobs in sauce. Bake in moderate oven (350°F) basting frequently, for 2 hours or until meat and vegetables are tender.



Ready to Eat!

They're Lamb Kabobs

you bake 'em with—

DOES your family ever complain about "the same old things" for dinner? Well, then—

Make these Lamb Kabobs with Hunt's Tomato Sauce—and watch the excitement! They're easy...low in cost...and oh, so good!

You buy Hunt's Tomato Sauce at your grocer's for just a few cents. It's ready to use. A

wonderful way to perk up low-cost recipes with tantalizing flavor.

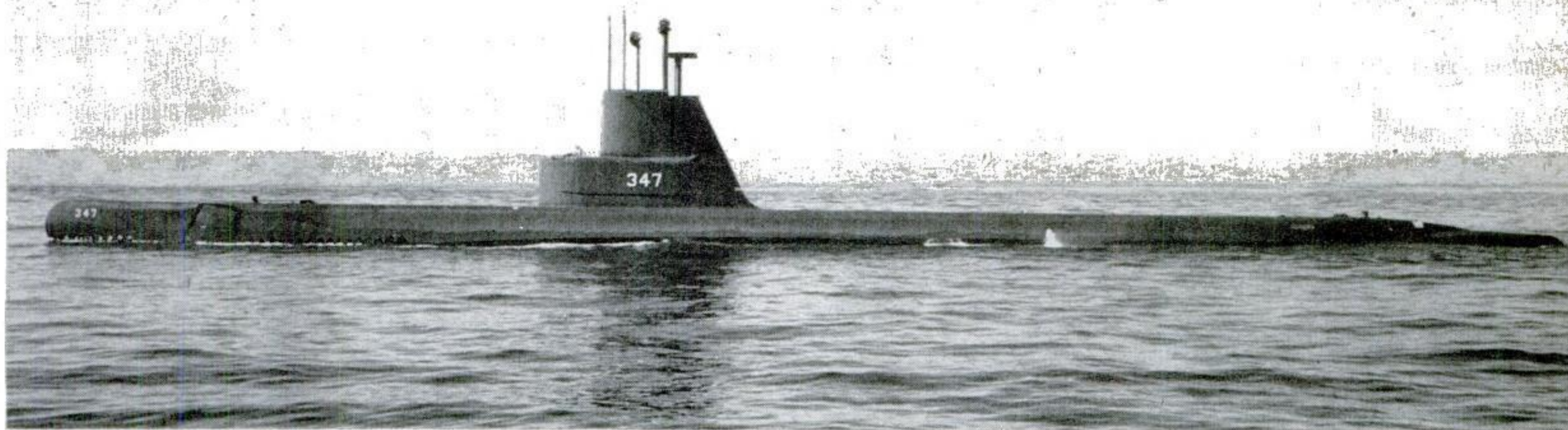
So add Hunt's spicy, kettle-simmered goodness to your stews, soups, spaghetti, meat loaf, rice dishes. Cook it into your casseroles, gravies.

Better get six cans right away. For a few cents a can! Hunt's Tomato Sauce is the low-cost way to buy tomatoes for cooking!



Hunt-for the best

Hunt's Fruits • Vegetables • Tomato Products Hunt Foods, Inc., Los Angeles, California



NEW STREAMLINED SUB HAS ROUNDED CONNING TOWER WITH (LEFT TO RIGHT) SIGHTING PERISCOPE, FIRING PERISCOPE, RADAR, SNORKEL INTAKE, SNORKEL EXHAUST

THE SNORKEL

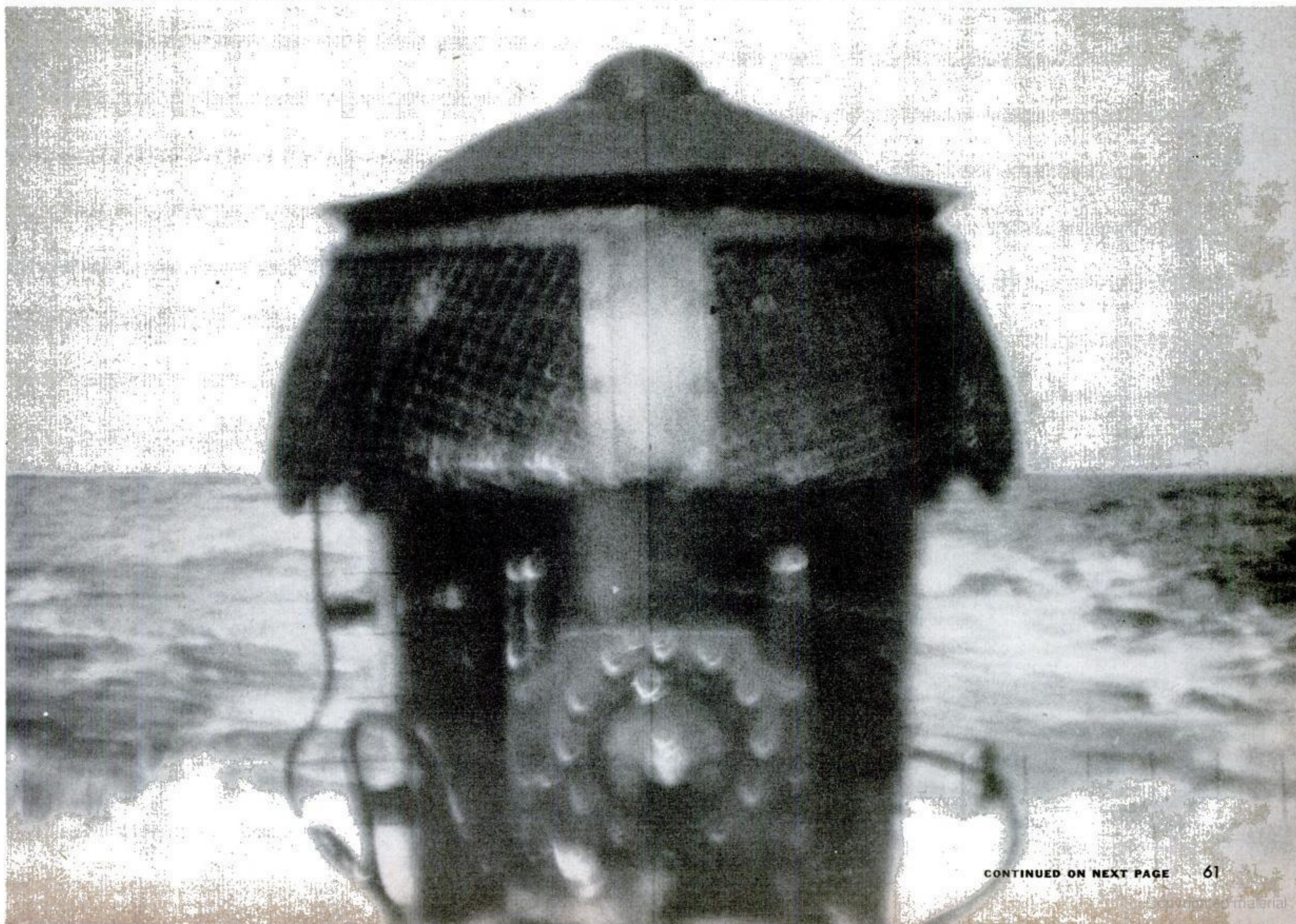
AN OLD IDEA REVOLUTIONIZES NAVAL WARFARE

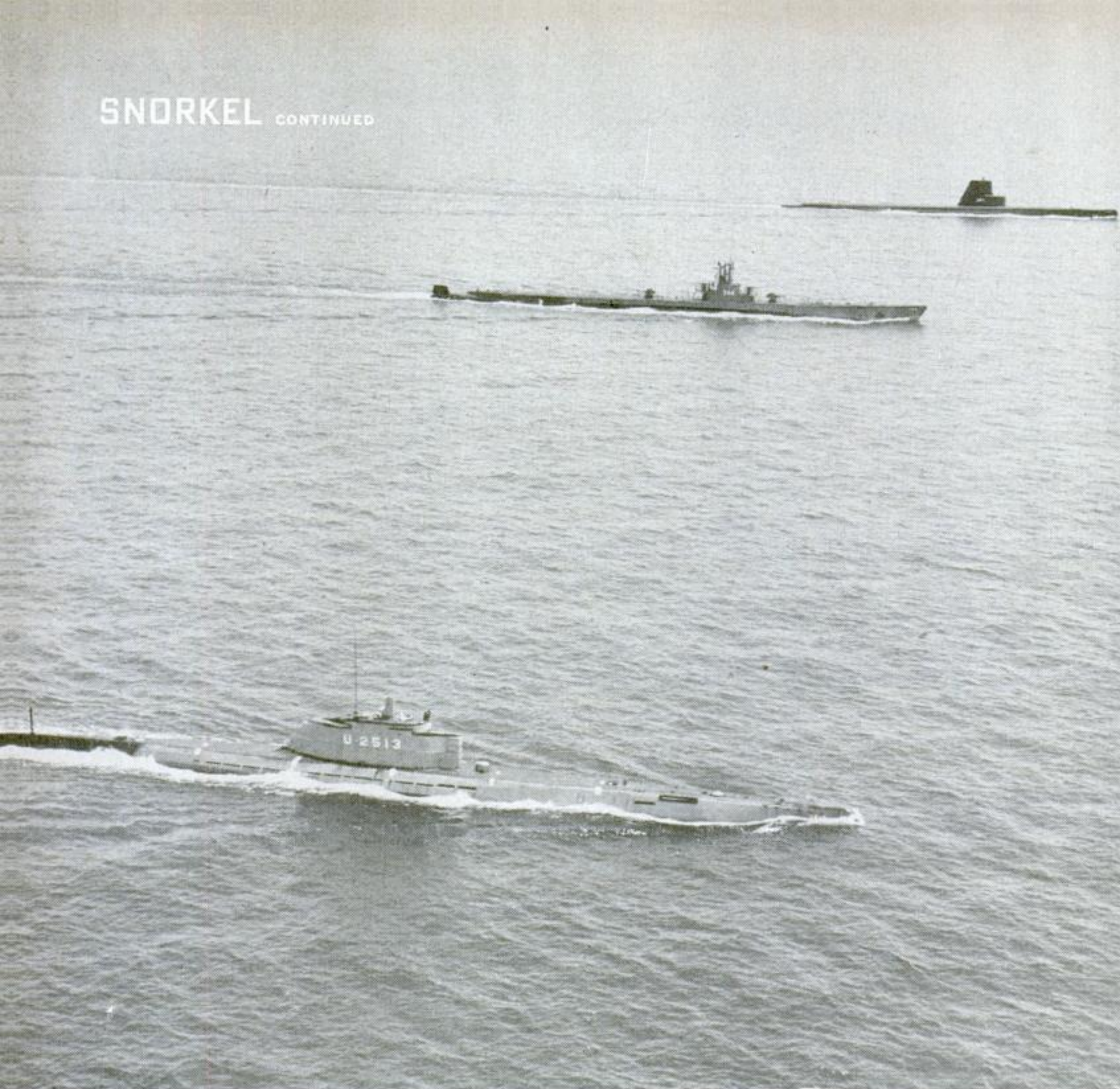
The submarine is such a maze of complicated gadgets that crewmen claim it takes an engineer to flush the toilet. Yet the modern submarine's role in naval warfare has recently been revolutionized by a gadget whose principle was discovered in prehistoric times when savages breathed through straws while hiding in the swamps. The gadget is the snorkel, a pair of breathing tubes which admit air from above the water's surface into the submarine beneath it and expel exhaust gases. Before the breathing tube was adapted to the submarine in 1938 the ship could stay under water only until it had used up its own air, then had to surface again. More important, the sub had to be driven by bulky batteries instead of the more efficient diesel engine.

The snorkel was perfected by the Dutch navy, seized by the Nazis and

appeared on their submarines in 1944. Since the war both the U.S. and Russia have been studying the snorkel and the postwar sub has become a terrible weapon, twice as fast underwater—and therefore much more difficult to detect—and capable of remaining submerged for weeks (*next page*). In fact the first test in maneuvers of snorkel-equipped U.S. subs resulted in the "destruction" of nearly an entire U.S. task force off Newfoundland. While local maneuvers do not necessarily indicate much about the oceanwide operations of the submarine, these results dramatize the big problem of U.S. naval strategists. Well aware that war with Russia would require long supply lines which would be easy targets for snorkel subs, they are now concerned with devising a defense against the huge number of snorkels Russia is building.

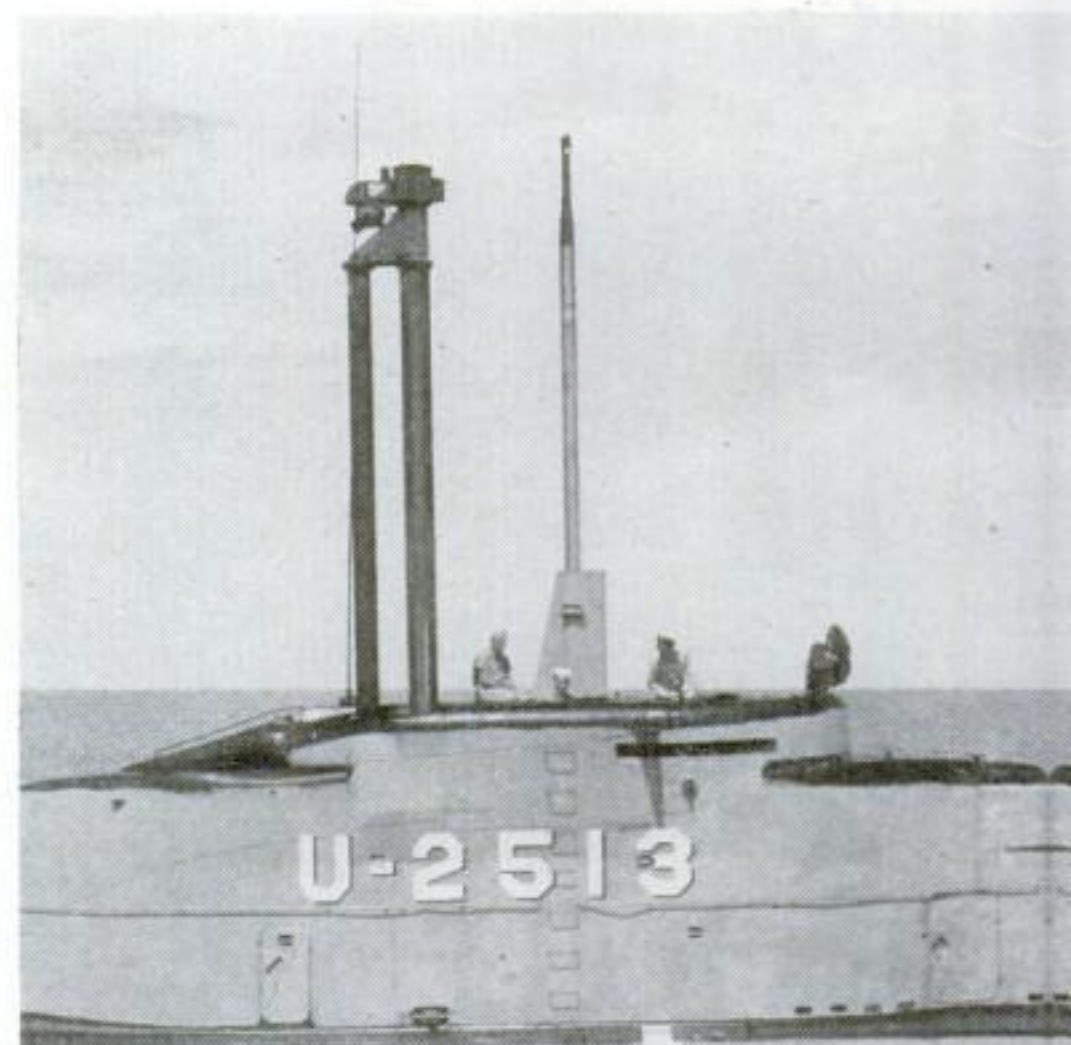
SEEN THROUGH PERISCOPE, U.S. SNORKEL'S INTAKE RESEMBLES A BEAN POT WITH SIDES OF MESH. EXHAUST IS BEHIND INTAKE, NOT VISIBLE BENEATH SURFACE





GERMAN SNORKEL SUB (FOREGROUND) IS SHOWN BESIDE U.S. FLEET TYPE (CENTER) AND NEW U.S. SNORKEL SUB

NEW U.S. SUBMARINES ARE MORE MANEUVERABLE, AS THIS ONE DEMONSTRATES. DECK AND ANTIAIRCRAFT GUNS HAVE BEEN SACRIFICED FOR SAKE OF STREAMLINING



NAZI SNORKEL has one tube for air intake, one for exhaust, joined together near their tops for extra strength.

NAVY IMPROVES

When the Nazis overran Holland in World War II two Dutch subs with the new breathing tubes managed to escape to England. But since the Allies had a serviceable sub and did not want to interrupt production to retool, the German U-boat was better than the U.S. sub in nearly every respect by the end of the war. But the Navy has now improved on the U-boat and included it in its offensive and defensive plans. The new snorkel-equipped U.S. sub can stay





U.S. SNORKEL (two tubes at right) is markedly different. The exhaust tube is lower and has a streamlined top.

ON NAZI MODEL

under water for many weeks, turn faster (*below left*) and go like a frightened dolphin.

The Russians, not unaware of this fact, have been busy with their snorkel subs too (*LIFE*, Aug. 9). According to the most recent report, the Reds are even experimenting with another German sub design in which hydrogen peroxide is burned to supply the engines with oxygen so submarine can make emergency underwater speeds of 25 knots without using snorkel.



STREAMLINING ADAPTED FROM U-BOAT ALLOWS THIS U.S. VERSION TO SUBMERGE WITH LITTLE TURBULENCE

FOUR BRIGHT STREAKS ARE CUT THROUGH THE WATER AS U.S. SUB FIRES FOUR TORPEDOES. WHEN NEW SUBS FIRE A SALVO, CREWMEN FEEL ONLY A SLIGHT WIGGLE



SNORKEL CONTINUED

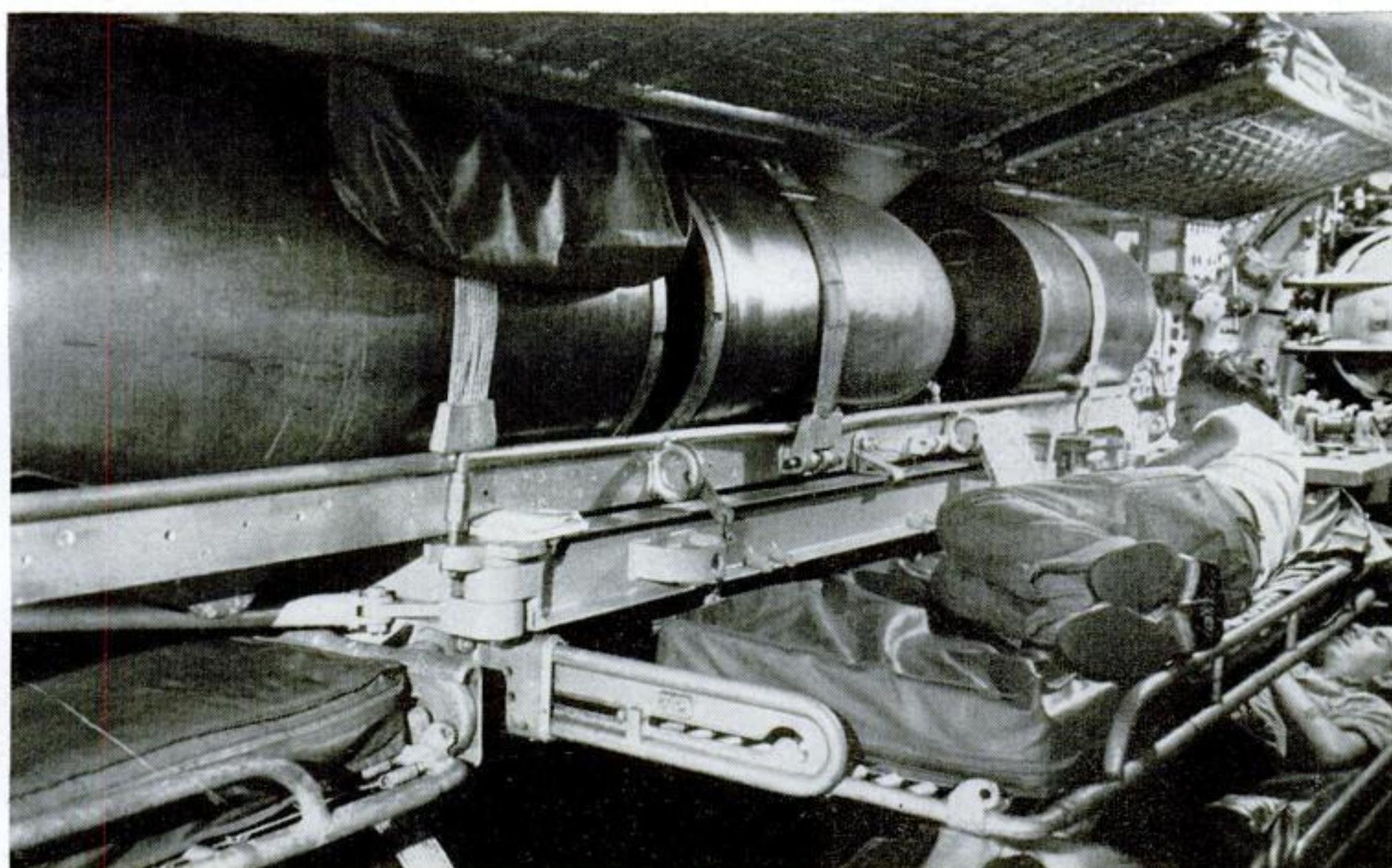


HOW A SPOT OF SUNLIGHT comes down through the submarine's periscope while the ship is on patrol beneath the surface is demonstrated by this seaman. One

naval officer who saw this picture was moved to remark that "any sailor who tries this will receive the skipper's shoe in his tail and about a month on bread and water."



FIRING A TORPEDO takes only a split second from time officer is "on target" (top) until torpedo is on its way. Reloading (below) requires several minutes, even with an experienced crew and a well-designed system of hoists and rollers to move cumbersome 3,000-pound missiles from their storage racks into the firing tubes.

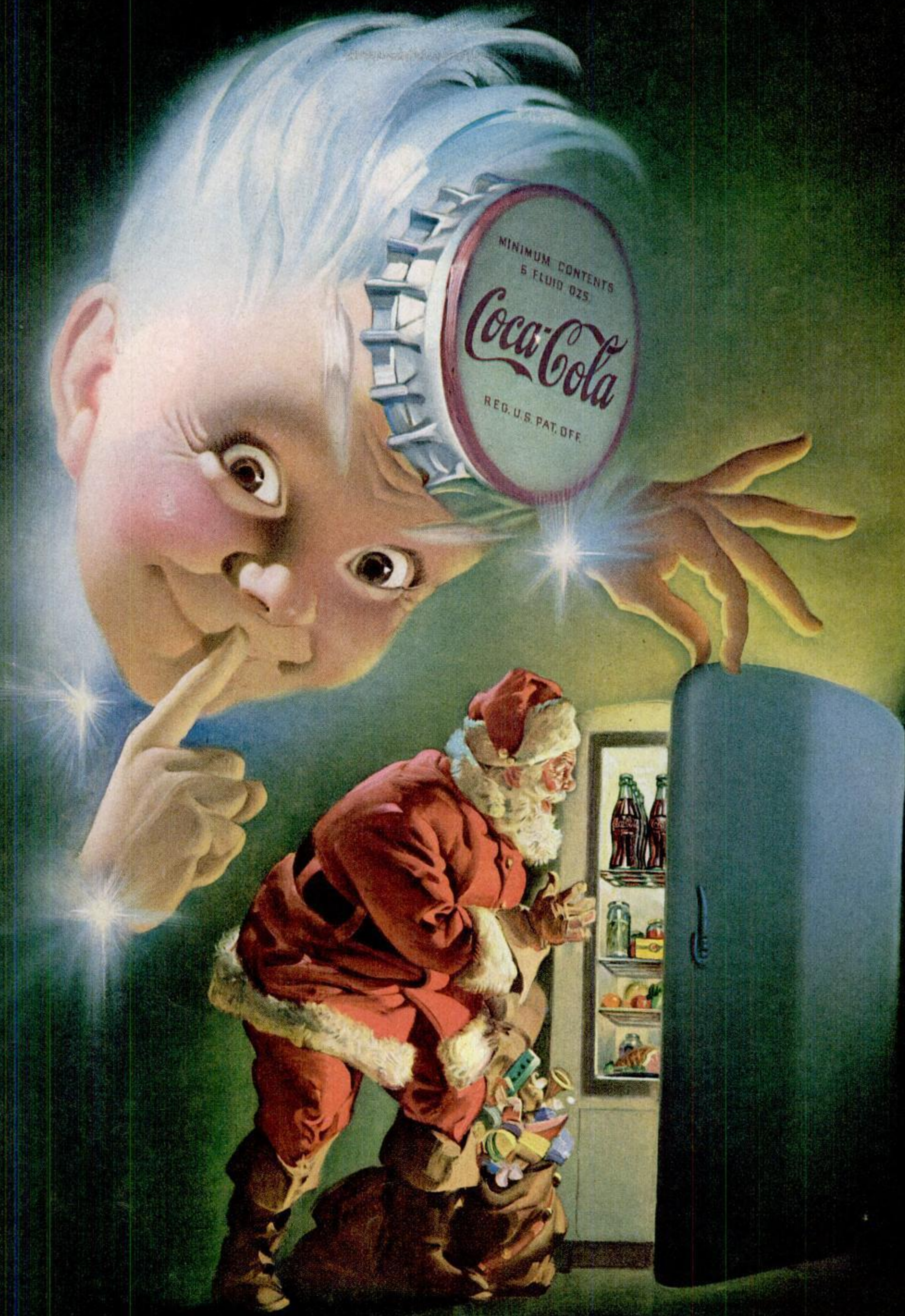


TIGHT QUARTERS are made worse by torpedo war heads lashed over bunks. Though full of explosive, they would require tremendous impact to go off. When wave

closes snorkel momentarily, diesels suck air from sub, causing an uncomfortable change in pressure. Crewmen soon get used to it, sleep right through it when off watch.



MARKER BELL on deck floats to surface on a cable to help in rescue if sub does not come up. It also provides a telephone connection to men in the submarine below.



Where there's Coca-Cola there's Hospitality

[illegible]

If you're looking for a *man's* gift, the 30 suggestions above may be helpful. They're among the most *popular* choices, according to actual surveys.

High on the list is fine whiskey . . . one gift that's *sure* to please! We suggest the gay Holiday Package of Hunter, for Hunter's

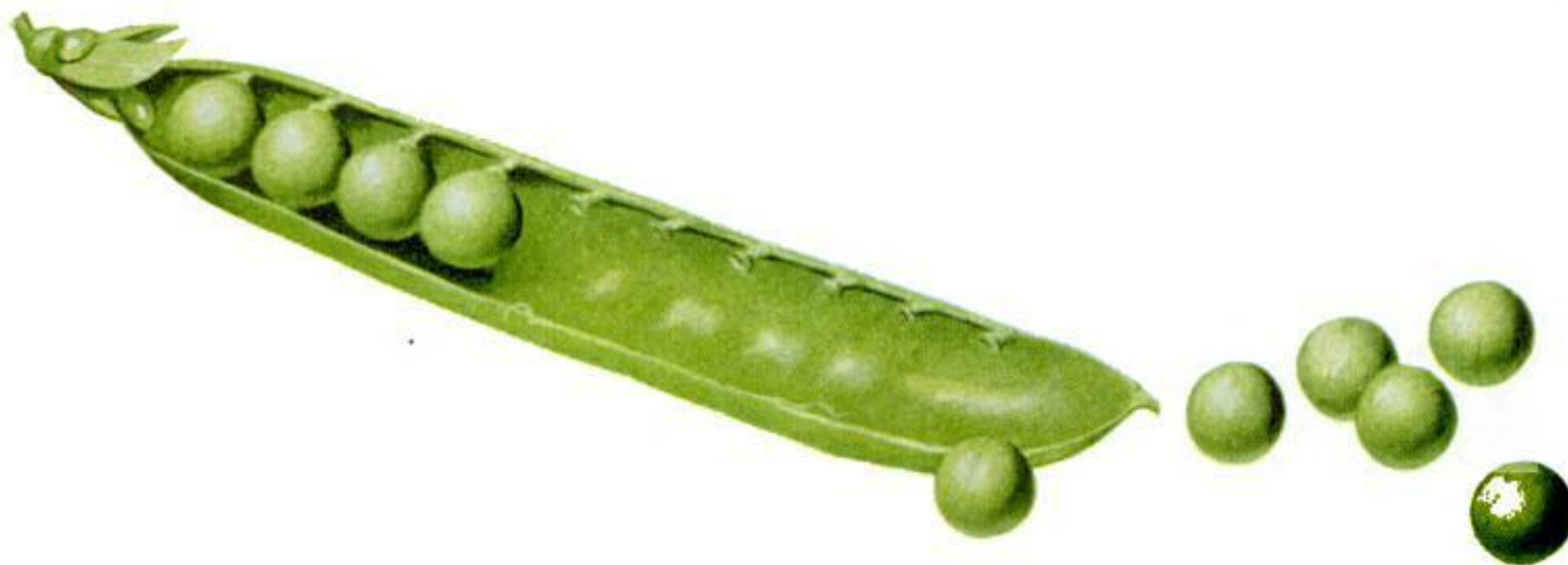
subtly *different* flavor gives it the true *distinction* every fine gift should possess. And it's *easy* to *find*, wherever fine liquors are sold.

Yes, give Hunter! For thousands of men who have received Hunter, liked it instantly — and today prefer it to all others.

HUNTER-WILSON DISTILLING COMPANY, INCORPORATED, LOUISVILLE, KENTUCKY, BLENDED WHISKEY, 92 PROOF, 60% GRAIN NEUTRAL SPIRITS.

FOR CHRISTMAS





Sweeter Peas never came out of a Pod in June!

... Farm-fresh, no-work Birds Eye Peas for holiday eating!

YES! In *December* you can enjoy the glorious goodness of peas gathered on a June morning and served at noon...

Birds Eye Green Peas!

Birds Eye Peas are grown from especially selected seeds, in soil where peas grow sweetest.

They're harvested when the pods are satiny green, and the tender skin of every pea is freshly rounded out with delicious nourishment.

Then Birds Eye shells and washes the young beauties, and *immediately* captures ALL their farm-fresh lusciousness by quick-freezing.

Try Birds Eye Peas. They come ready to cook—work-free, no trouble for busy you!

Economical, too. A *Bargain Buy* right now. And remember—one box of Birds Eye equals 2 pounds of peas in the pod. Just compare prices.

NEW! RECIPE FOR SAVORY PEAS

4 tablespoons butter
 $\frac{1}{2}$ cup chopped onions
 $1\frac{1}{2}$ cups cut celery
 1 box farm-fresh Birds Eye Green Peas
 $\frac{3}{4}$ teaspoon salt
 Dash of pepper
 Pimento strips

Melt butter in saucepan. Add onions and celery and sauté 5 minutes. Add *work-free*, tender Birds Eye frozen Peas, salt, pepper, and 2 tablespoons water. Cover and cook about 15 minutes. Garnish with pimento strips. Makes 4 servings.



Product of
General Foods



ENGLISH-BORN MADELEINE CARROLL, LONG ADMIRER FOR HER BEAUTY IN EUROPE AND AMERICA, IS NOW ALSO ADMIRER FOR HER ACTING IN BROADWAY DEBUT

MADELEINE CARROLL AND THE "LIFE" PHOTOGRAPHER

He puts down his candid camera and she falls into his arms in a new comedy hit, "Goodbye, My Fancy"

Beautiful Madeleine Carroll was a familiar sight to U.S. moviegoers until 1942, when she left Hollywood to do war work with the Red Cross in Europe and became a foster mother to 52 French war orphans. But she had never been seen on the American stage until last month when in *Goodbye, My Fancy* by Fay Kanin she gave Broadway its first surprise hit play of the season. With unexpected

skill and ease, she acted a liberal, globe-trotting congresswoman who, returning to her old college, finds her heart torn between an old sweetheart, who is now the college president, and a LIFE photographer, who had wooed her overseas and pursued her back to college with his candid camera.

The photographer, ably played by Sam Wanamaker, is quite a character—smart, adventurous,

smart-alecky and a self-assured ladies' man. In his work, however, he falls somewhat short of LIFE's standards, aiming his camera into dark corners, getting too close to his subjects and displaying a casual approach to picture-getting which no real LIFE photographer could get away with. But that he is able to take any pictures at all (p. 72) while courting Carroll is a major photographic triumph.

Ready to GO- IN THE MORNING?



try this drugless way for sound refreshing sleep

DO you toss and turn at night? Do you wake up tired and listless in the morning—do you hesitate about going to bed because you're afraid you won't go to sleep when you get there?

If So, Don't Make a Mistake!

There is a way to sound, *natural* sleep, *without* drugs.

Ovaltine is known in many countries throughout the world as a splendid sleeping-aid that accom-

plishes good results without the use of any drugs. It is not habit-forming—it can do you no harm. When taken hot at bedtime many people find that it helps to relieve tensions built up during the day—induces natural relaxation and sleep.

Moreover, Ovaltine contains a wide scope of important food elements. Equally important, Ovaltine has been processed in such a way that it is digested and absorbed very readily *even as you sleep*—and thus helps to replace and rebuild worn-out nerves and tissue.

So you may find, like countless others, that Ovaltine helps to bring you the kind of sleep that really refreshes and rebuilds.



OVALTINE

PLAIN AND CHOCOLATE FLAVORED

Madeleine Carroll CONTINUED



MEETING FOR FIRST TIME since they had a wartime love affair, Congresswoman Agatha Reed confronts Cameraman Matt Cole in her old room



WELCOMING CEREMONIES for Agatha Reed, when she returns to her college for an honorary degree, begin when a student athlete shakes hands and proffers her a bouquet. At left is Agatha's secretary (superbly acted by Shirley Booth). At right is college president (Conrad Nagel), once Agatha's sweetheart.

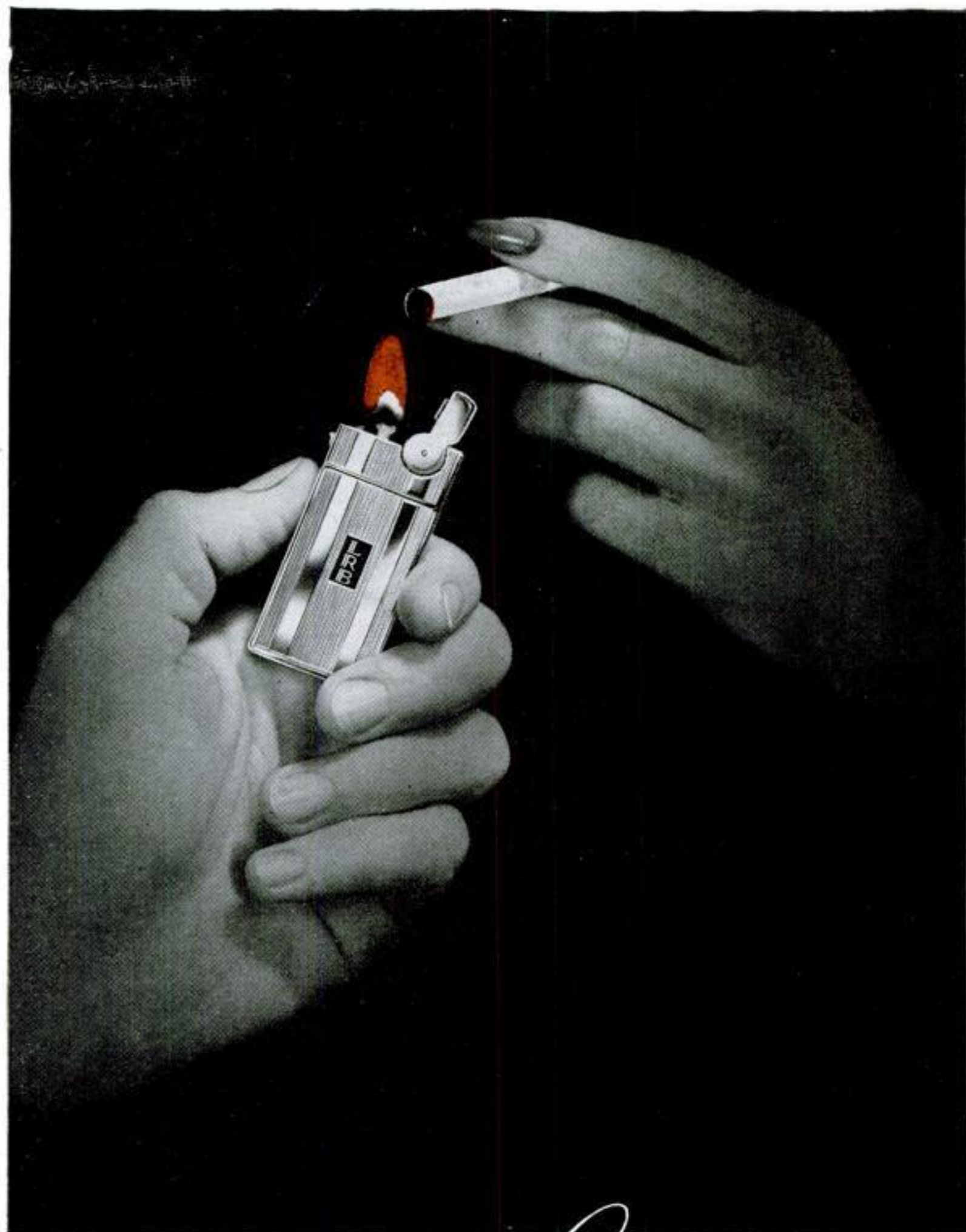


at the college where he has been assigned by *LIFE* to cover her return. He sardonically holds rose as a reminder of their last date in Paris, which she broke.



THE PRESIDENT IS RECONCILED with his daughter (Bethel Leslie), who has long been ashamed of him because he truckled to reactionary college trustees. Agatha decides not to marry the president, a widower, but her liberal influence restores his youthful courage and his daughter's confidence in him.

CONTINUED ON NEXT PAGE



At last men and women agree!

Women like the A·S·R Lighter because it's so lovely to look at. Because it doesn't chip fingernails.

Men like the A·S·R Lighter because it lights for weeks without refilling. Because it opens and lights *automatically*. Because you can pass the light without passing your thumb.

And *both* like the smart, original styling that distinguishes each member of the handsome A·S·R Lighter family!



POCKET LIGHTERS in Rhodium finish, dramatic Enamels, high style Leathers and Gold finish, \$7.50 to \$10. Sterling Silver, \$22.50 plus Fed. Tax. 14-carat Gold, styled by Cartier, \$200 plus Fed. Tax.

'THE CLASSIC'—New A·S·R Table Lighter. Platinum-group Rhodium finish resists tarnish, *can* be engraved. \$12.50—No Fed. Tax.

At jewelry or department stores. Precision-made and guaranteed by the makers of Gem Razors . . . American Safety Razor Corp., Brooklyn 1, N. Y.



The lighter that *lights*

BY APPOINTMENT SCOTCH WHISKY DISTILLERS

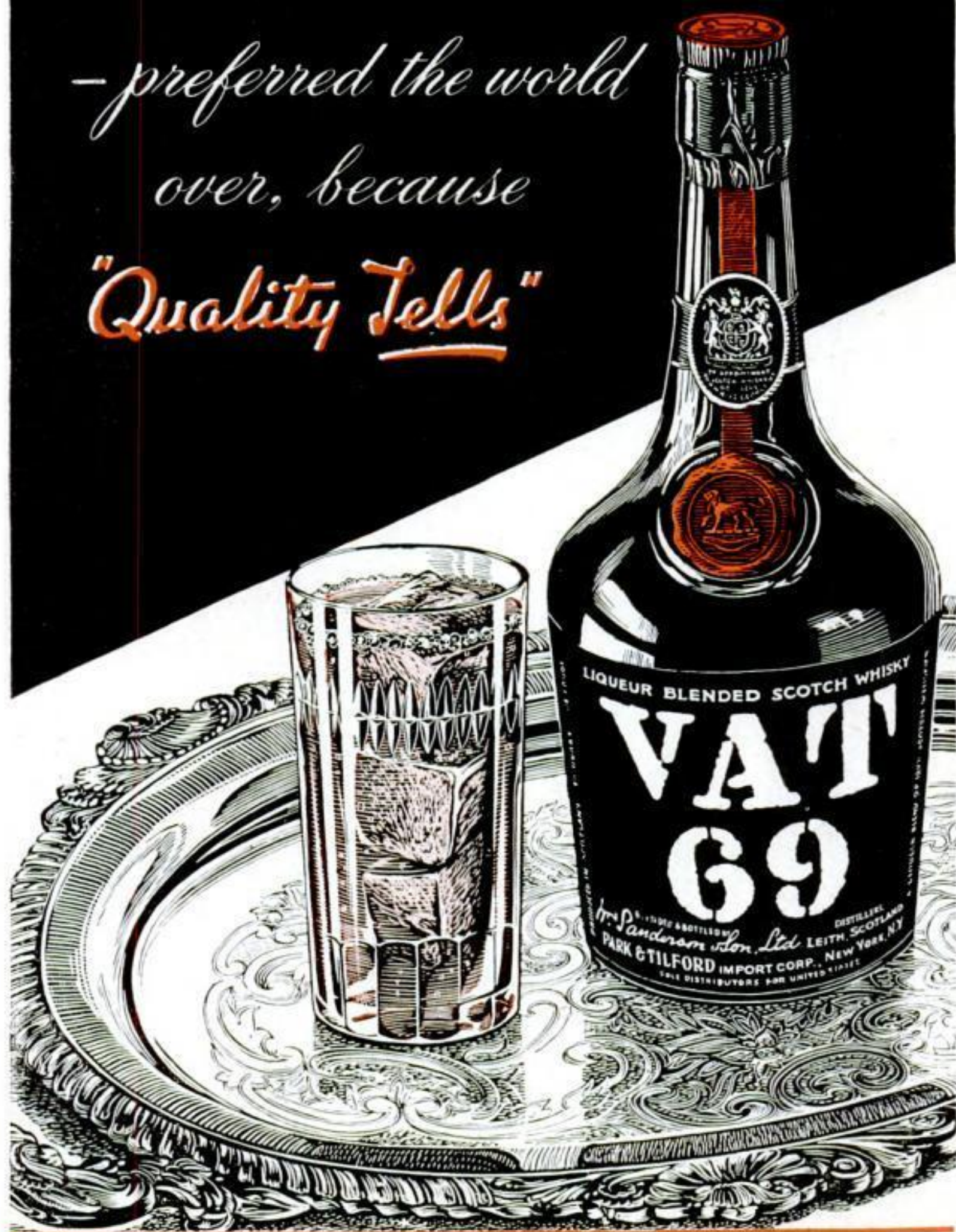
TO H. M. KING GEORGE VI • WM. SANDERSON & SON, LTD.



VAT 69

-from Scotland to every corner of the world

-preferred the world over, because
"Quality Tells"



PARK & TILFORD IMPORT CORP., NEW YORK, N. Y. • BLENDED SCOTCH WHISKY • 86.8 PROOF

Madeleine Carroll CONTINUED



WHAT THE STAGE CAMERA GOT

This fuzzy picture was taken during show by Actor Wanamaker as photographer. It is out of focus and badly composed, reflects his opening-night jitters.



WHAT IT SHOULD HAVE GOT

This is same scene pictured at top with Madeleine Carroll and Lulu Mae Hubbard, taken with same lights and from same angle by real LIFE photographer.



WHAT THE PHOTOGRAPHER GOT

Although he did not successfully get his picture, the play's LIFE photographer did get his girl, Madeleine Carroll, who bravely consents to become his wife.



Now _ for a TREAT
instead of a TREATMENT...
give Old Golds



To honor its 33,000,000th watch—
Waltham Watch Company Proudly Presents

the magnificent new

WALTHAM
series

During the past century, 33,000,000 Americans
have owned and treasured a Waltham, America's *first* and *finest* watch!

Now, in honor of the 33,000,000th watch produced by
Waltham's craftsmen, comes the finest Waltham of them all—the
magnificent new Waltham "Series 33." Here, at last, is the last word
in fine watches . . . the watch that combines superb American
craftsmanship and precision with breathtaking loveliness!
For *her* Christmas . . . for *his* Christmas . . . this year give the
gift supreme . . . the watch to end all wishing . . . the
great new Waltham "Series 33." From \$33.75 to \$1,000,
including Federal Tax.

America's most Cherished
Christmas gift for
almost 100 years

The new Waltham "Series 33"
comes in this colorful Pliofilm
Christmas gift-stocking.



3



THE NEW **Waltham 33** SERIES
 is America's Most Beautiful Watch

Brilliantly original and distinctive . . . with a streamlined slenderness you'd think impossible in watches of such precision, the new Waltham "Series 33" is a masterpiece of the American watchmaker's art.



Only watches made exclusively in America, by American craftsmen, can display this emblem. Look for it before you buy.

THE NEW **Waltham 33** SERIES
 is America's Most Beautifully-Balanced Watch

Every Waltham precision balance-wheel has 4 meantime screws of precious gold . . . a feature found only in the most costly chronographs. No Waltham ever has less than 17 jewels and 4 adjustments.

As with all precious gifts, let your jeweler be your trusted advisor. Waltham Watch Company, Waltham, Massachusetts. © 1948.



Once again it's time to make a bowl of **Merry Christmas!**

The ingredients: Here's all you need for the finest "Bowl of Merry Christmas" ever made—a Four Roses Eggnog:

Six eggs... $\frac{3}{4}$ cup sugar... 1 pint cream... 1 pint milk... 1 oz. Jamaica Rum... 1 pint Four Roses... grated nutmeg.

The procedure: Beat separately yolks and whites of eggs. Add $\frac{1}{2}$ cup sugar to yolks while beating. Add $\frac{1}{4}$ cup sugar to whites after they have been beaten very stiff. Mix egg whites with yolks.

Stir in cream and milk. Add the pint of Four Roses and the rum. Stir thoroughly. Serve very cold, with grated nutmeg.

The delightful result: A bowlful (five pints) of the fluffiest, grandest Eggnog ever ladled into a cup... thanks to the magnificent flavor of that matchless whiskey—Four Roses.

Fine Blended Whiskey—90.5 proof, 40% straight whiskies, 60% grain neutral spirits.

FOUR ROSES

In a beautiful
gift carton...
for the holidays

Frankfort Distillers Corporation
New York City





AFTER 80 WASHINGS AND IRONINGS ONE SIDE OF THIS DRESS (LEFT) FELL APART, BUT A NEW PLASTIC STARCH KEPT THE OTHER SIDE LOOKING AS GOOD AS NEW

STRONG STARCH

Made of tiny plastic particles
it doubles the life of clothes

The girl in the half-tattered dress above is demonstrating a remarkable new product called Perma Starch, which doubles the life of cotton clothes and keeps them starched through eight washings. Before the picture was taken this light dress had been vigorously washed and ironed 80 times. Each time one side was starched with common cornstarch before ironing while after every eighth washing the other side was dipped in Perma Starch. When the wear and tear of the test was over, one side was

in shreds, but the other side—the Perma-Starched side—looked just as good as new.

The new starch is actually a liquid plastic which "starches" clothes in an entirely new way. Unlike ordinary starch, which coats cloth to stiffen it, the tiny particles of Perma Starch (p. 78) penetrate among the individual thread fibers themselves. Melted under the heat of an iron, they actually grasp the fibers and help to hold them together, keeping them from being torn away by wear or washing.

Your EUREKA Dealer Invites You
COME IN!

IT WALKS!



REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

New

EUREKA AUTOMATIC VACUUM CLEANER

AMAZING DEMONSTRATION
It Walks By Itself—no hard pushing. Watch it glide across the rug. You merely guide it, as it cleans automatically! See this sensational Demonstration TODAY!

New EUREKA Gets More Dirt
—Faster, Easier, Better, by actual test. Scientific laboratory experiments show no other cleaner can match the performance of the New EUREKA Automatic.

Even The Dirt Gets Excited
Exclusive Eureka Disturbulator is the secret. Deeply embedded dirt and clinging surface litter is whisked away in a single sweep by this sensational New Eureka Automatic.

Special Attachments Available for All Above-Floor Cleaning
No detaching or changing any part of the cleaner. Easy to use.

Other Eureka Cleaners: Deluxe Automatic, and two powerful Tank Models.

Eureka garbage disposal unit, "Dispos-O-Matic." No Mess—No Can—No Garbage Man!

NOW!

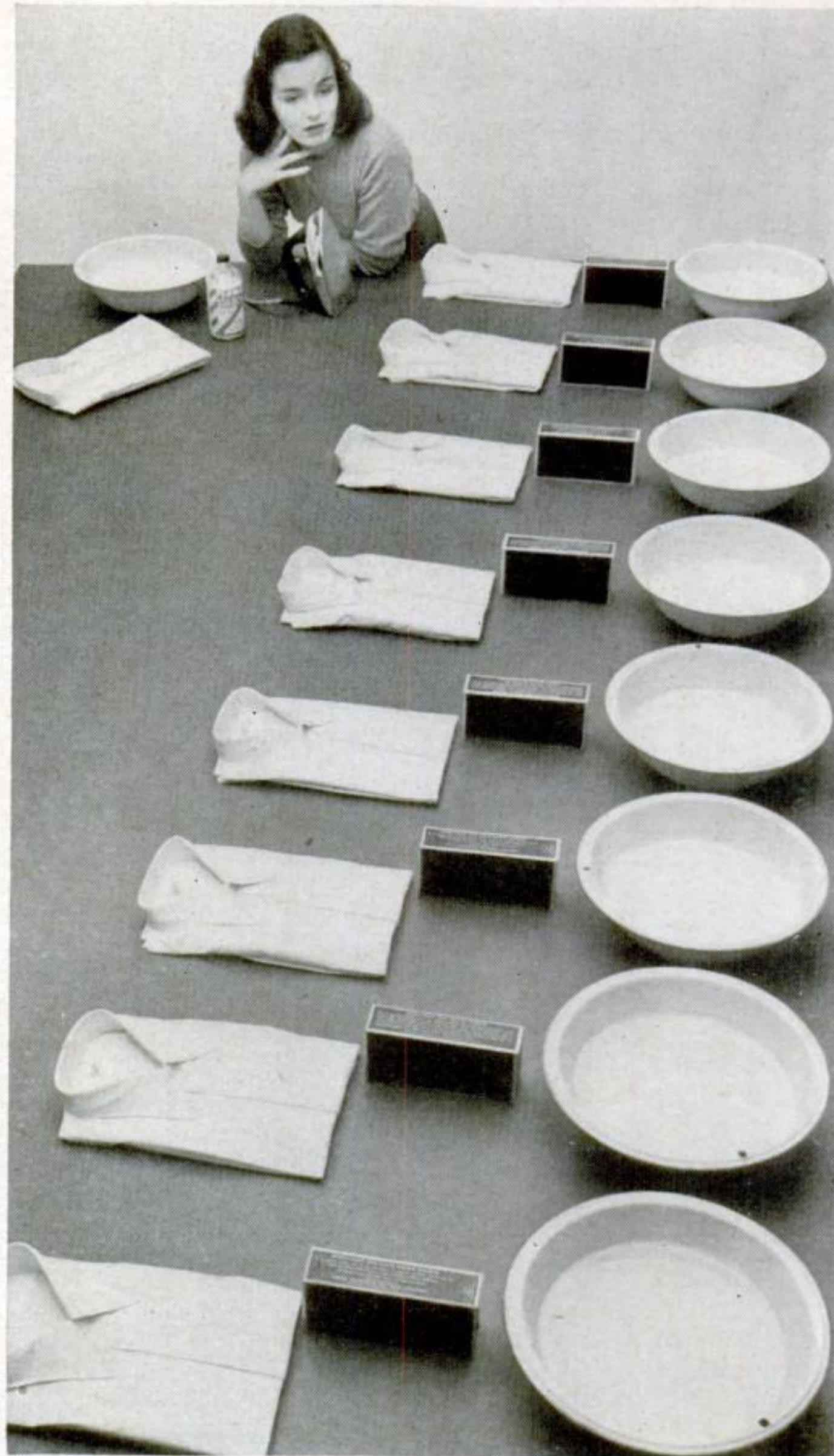
SEE "WALKING CLEANER" DEMONSTRATION at your Nearest Eureka Dealer's

NEW EUREKA

IT WALKS*
you merely guide it
IT CLEANS
by itself automatically

Eureka Division
Eureka Williams Corporation
Bloomington, Illinois

Strong Starch CONTINUED



PERMA STARCH SAVES WORK. One dose of it (represented by single bottle, pan and shirt, top left) keeps a shirt starched through eight washings. Those same eight washings would require eight applications of cornstarch (row of boxes). Perma Starch scratches wearer's neck less than ordinary starch.

MAGNIFIED 194 TIMES



MAGNIFIED 22,600 TIMES



PHOTOMICROGRAPHS show that plastic particles (right) are 116 times smaller than cornstarch particles (left). Small size lets them penetrate threads in cloth, hold fibers from pulling away. Made from a U.S. Rubber Co. plastic, 75¢ bottle of Perma Starch does work of \$2.50 worth of liquid cornstarch.

To Jack from Bill

BOTTLED IN BOND

OLD FORESTER

KENTUCKY STRAIGHT BOURBON WHISKY

This whisky is distilled by us only, and we are responsible for its richness and fine quality. Its elegant flavor is solely due to original fineness developed with care. There is nothing better in the market.

BOTTLED BY BROWN-FORMAN DISTILLERS CORPORATION AT LOUISVILLE IN KENTUCKY

BROWN-FORMAN-KENTUCKY

There is nothing better to give, to serve, because...

"There is nothing better in the market"

America's holiday gift since 1870! With its matchless flavor, old-time mellowness, traditional quality and uniformity as outstanding today as 78 years ago, when the first Old Forester label was written in the founder's hand. Today, that label still bears the simple truth that's stood the test of time: "There is nothing better in the market!"—And the whisky proves this claim!

OLD FORESTER

100 Proof • Bottled in Bond

KENTUCKY STRAIGHT BOURBON WHISKY

© 1948—B. F. DIST. CORP.

BROWN-FORMAN DISTILLERS CORPORATION . . . AT LOUISVILLE IN KENTUCKY

HARP UNDER WATER



The attractive harpist who is shown above comfortably submerged in 5 feet of water is illustrating one of science's newest gifts to music: the underwater harp. This invention is not as silly as it might seem. Ever since David first serenaded King Saul, harpists have been at the mercy of moisture. Damp days changed the tune of their strings, mostly made of gut, and sometimes even caused them to snap. This problem was not solved until Melville Clark, a harp manufacturer of Syracuse, N.Y. who is a harpist himself and used to accompany Tenor John McCormack, developed strings made of nylon. These not only outwore the gut strings but also successfully resisted the elements.

Recently Clark went himself one better, produced a completely waterproof Irish harp and induced the NBC Symphony's pretty harpist, Elaine Vito, to plunge into a glass tank with it. Miss Vito had a difficult time staying under water because both she and the harp showed a tendency to float. She did stay down long enough to pluck a few aquatic arpeggios and to prove to her satisfaction that the harp definitely withstood wetting. It had kept its tune and showed, as she put it, "an enchanting liquid tone." Mr. Clark has already begun preparing to go into mass production and he expects his new harp to sell for \$99.50. "It will be ideal," he says, "to accompany bathtub singers."

So good to your skin

DESIGNED TO "WORK" WITH CREAMS—

Pond's beauty Tissues, made by the makers of famous Pond's Creams, are specially processed to take up cleansing oils and soiled make-up *thoroughly*—without tearing. Their firmer, softer, "crepe de chine" finish wipes *clean*!

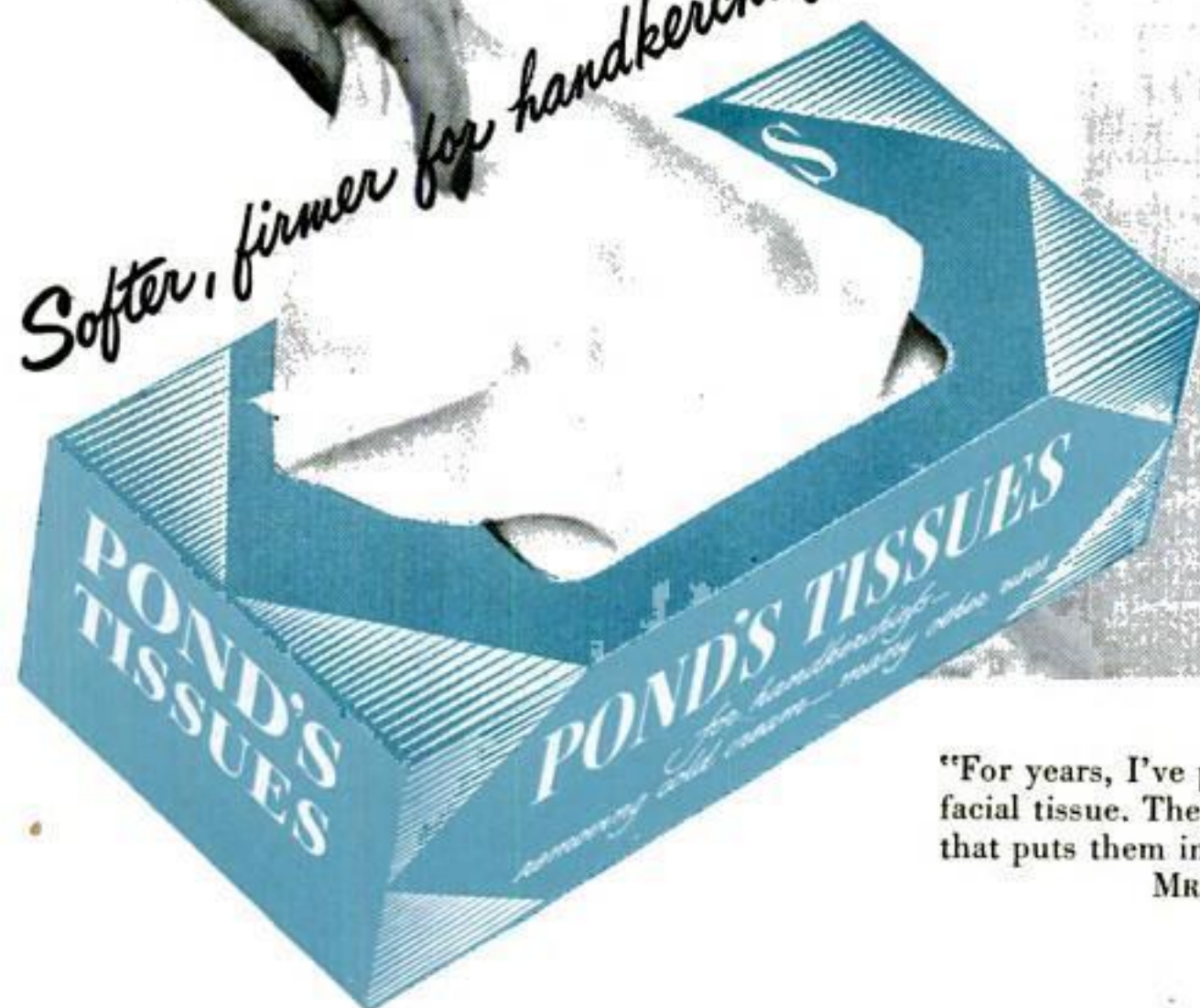
SMOOTH, ABSORBENT HANKIES—

"VACUUMIZED"! Pond's beauty Tissues are exceptionally soft, firm, and absorbent for handkerchiefs. Extra gentle to tender, chapped noses. And "vacuumized" to remove lint! A special blessing for cold and hay-fever victims!

Pond's
beauty Tissues
made by
beauty experts

MAKERS OF
POND'S CREAMS

Softer, firmer for handkerchiefs



CLEAN WHEN THEY TOUCH YOUR FACE!

Each sparkling-white Pond's beauty Tissue stays folded *in the box* until you whisk it out—fresh and *clean*.

EXTRA-FINE QUALITY FOR ALL USES—

Pond's cost no more than regular tissues! For garage-to-nursery clean-ups, get an "all-family" supply *today*.

"For years, I've preferred Pond's to any other facial tissue. They have a smooth, fine quality that puts them in a class by themselves."

MRS. CORNELIUS VANDERBILT, JR.

"I like to feel *sure* about things that touch my skin—that's why I'm so delighted that I can get Pond's Tissues again—*everywhere!*"

MRS. ROBERT BACON WHITNEY



AFTER A BATH GATIE THE CHICAGO ALLIGATOR BRACES HIMSELF ON HIS HIND LEGS AS HIS MASTER RUBS HIS SCALY SKIN DRY BESIDE THE LIVING ROOM STOVE

GATIE THE ALLIGATOR

A lethargic reptile becomes a monstrous house pet in Chicago

Eleven years ago Carl King of Chicago went out to his backyard pool to see his goldfish and found, paddling around with the fish, a baby male alligator 10 inches long. A neighbor had put him there to get rid of him. King, who runs a welding shop, took the alligator into his house, named him Gatie. In the years since, Gatie has grown 5½ feet long and King has grown very fond of him. He feeds Gatie liver and raw fish and lets him crawl all over

the furniture. Gatie is housebroken but as pets go he is no paragon. Fat and useless, he sleeps most of the time in a tank built in King's own bedroom and has been very backward about learning any tricks. Although he has never bitten anybody, he frightens the neighbors by his looks. Every once in a while he rouses himself, thrashes about and bellows a mating call which shakes the whole King house. But the bellow naturally goes unanswered.

CONTINUED ON PAGE 87



"I was curious..."



I tasted it...



Now I know why Schlitz is...

The Beer that made Milwaukee Famous!"



Speidel GIFTS... the hit of your Christmas House Party!

Make
any
timepiece
a
showpiece



They E-X-P-A-N-D

Of all the gifts you'll give or get, none will ever mean more than watchbands by Speidel! For all have the true beauty and the true luxury, of fine jewelry—and yet they are completely practical! Slip them on a watch—old or new—and—"your watch will look grand with a Speidel band!" All in yellow, pink, or white.

★ For fun... for prizes...
listen to *STOP THE MUSIC*,
every Sunday night...
A.B.C. network.



SPEIDEL GOLDEN KNIGHT...

Modern, manly magnificence
... styled after the ancient
chevron badge of heraldry. \$12.95*



Gift-Packaged in SPEIDEL'S
exclusive medieval scabbard

SPEIDEL GOLDEN TEMPLAR...

Rich, rugged resplendence
... modeled after a knight's
hand-lapped curb-chain. \$12.95*



*All prices include Fed. Tax.

On sale at your favorite Jeweler or write:
SPEIDEL CORP. • 70 SHIP STREET • PROVIDENCE, R. I.

SPEIDEL MING TAI...
 Exotic beauty to enrich the
 watch—adorn the wrist! Exclusive
 CUSTOM ENDS blend watch
 and band into one! \$9.95*

SPEIDEL GOLDEN CHORD...
 An amazing illusion of hand woven
 strands. Fashion-Change Ends
 let you change the
 band yourself! \$9.95*

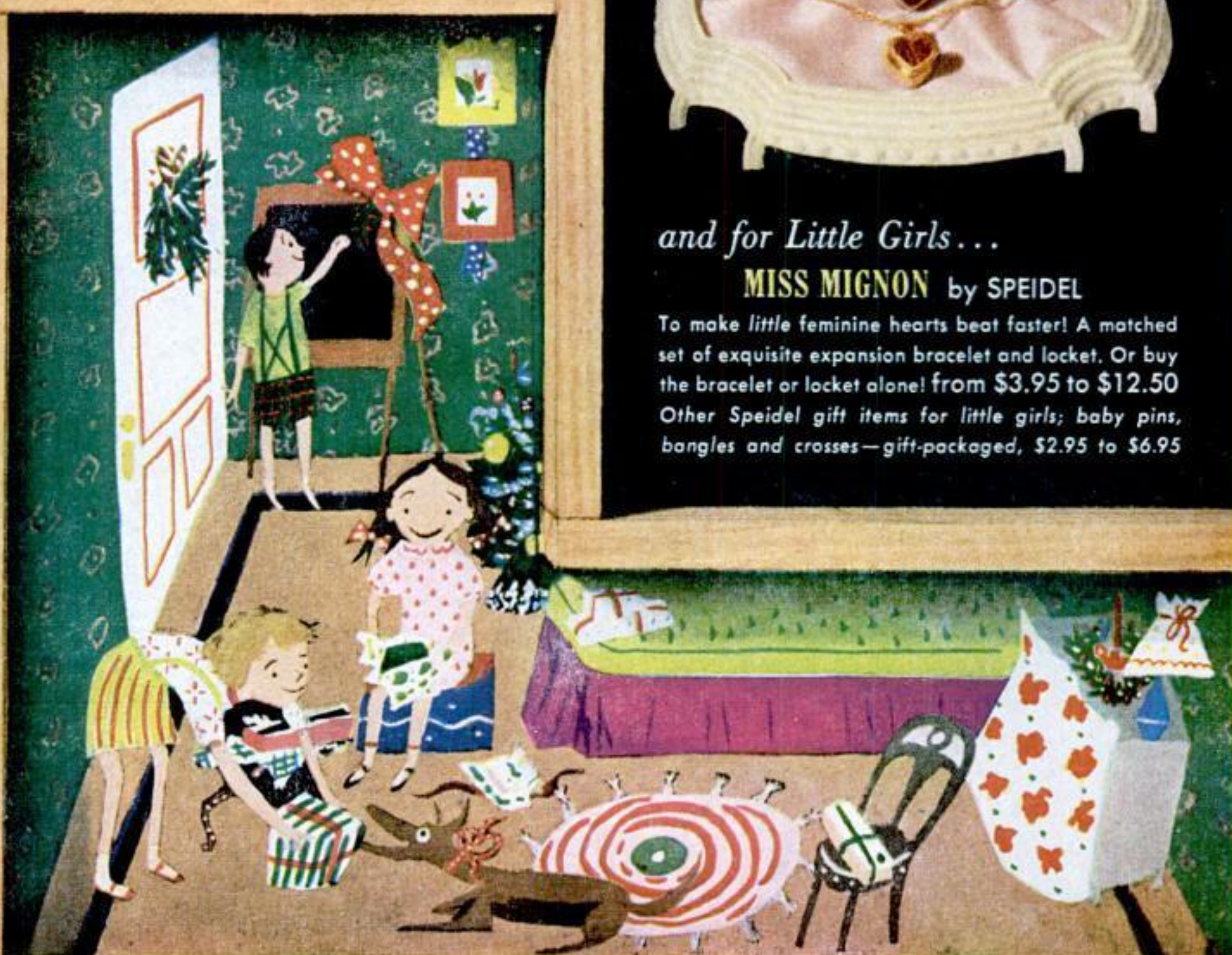
Lavishly Gift-Packaged in
 this Empire Presentation Case



and for Little Girls...

MISS MIGNON by SPEIDEL

To make little feminine hearts beat faster! A matched
 set of exquisite expansion bracelet and locket. Or buy
 the bracelet or locket alone! from \$3.95 to \$12.50
 Other Speidel gift items for little girls; baby pins,
 bangles and crosses—gift-packaged, \$2.95 to \$6.95



HOW TO H-I-N-T

(A CHRISTMAS GUIDE
FOR MEN)



Casual

"Dear, did you know that Mrs. What's-Her-Name across the street got her husband three Arrow Shirts? Nice styles. Nice collars. And Arrow Ties and Handkerchiefs to match! Wouldn't mind some myself."



Wistful

"Gosh, those Arrow Shorts you gave me six Christmases ago are getting a little thin. I sure have been comfortable in those Arrow Shorts—no center seam, you know. Gee, I wish I had some more Arrow Shorts."



Jeering

"HAW! Did you hear what Joe's wife is giving him for Christmas? A musical pencil sharpener for his office! And everybody knows he wants some of those handsome Arrow Sports Shirts. Even I want 'em!"



THE DIRECT APPROACH

"Aw, please, Honey! Arrow Shirts! Arrow Ties! Arrow anything!"

P.S. Here's a list you can leave around the house.

ARROW

ARROW
SHIRTS
\$3.65-UP

ARROW TIES
\$1.00 UP
HANDKERCHIEFS
50¢ UP

ARROW
SPORTS SHIRTS
\$4.00-UP

ARROW SHORTS
\$1.25 TO \$1.65

Cluett, Peabody & Co., Inc.

Pet Alligator CONTINUED



GATIE'S TEETH are brushed by King after a meal. Normally he eats three times a week, but in the winter alligators get sluggish, quit eating altogether.



GATIE'S EYES are cleaned with eyewash from a dropper. He is so lazy that flies get into his eyes in summer. The dog and Gatie get along well enough.



GATIE'S ONLY TRICK is to climb into his master's car and look out the window. When he leans out too far he tumbles out. But he loves to go for rides.

CONTINUED ON NEXT PAGE



Prince Albert *Smoking tobacco*



1-LB. TIN . . . ALSO
AVAILABLE IN 1/2-LB. SIZE

Gaily decked out in its new Santa Claus suit—Prince Albert Smoking Tobacco "stars" under any Christmas tree. If he loves his pipe or roll-your-own cigarettes, crimp cut Prince Albert is the answer. Rich, mild, and easy on the tongue—P.A. says Merry Christmas in a big way!

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

THE NATIONAL JOY SMOKE

if you're pining for...



Automatic lighting
Top burners, oven, broiler—*everything* in new Gas ranges lights without matches.



Automatic heat control
Thermostat on air-circulated Gas oven sets and keeps any heat from 250° to 550°.



Automatic time control
Easy-to-set clock turns Gas on and off—cooks oven meal while you're busy elsewhere.



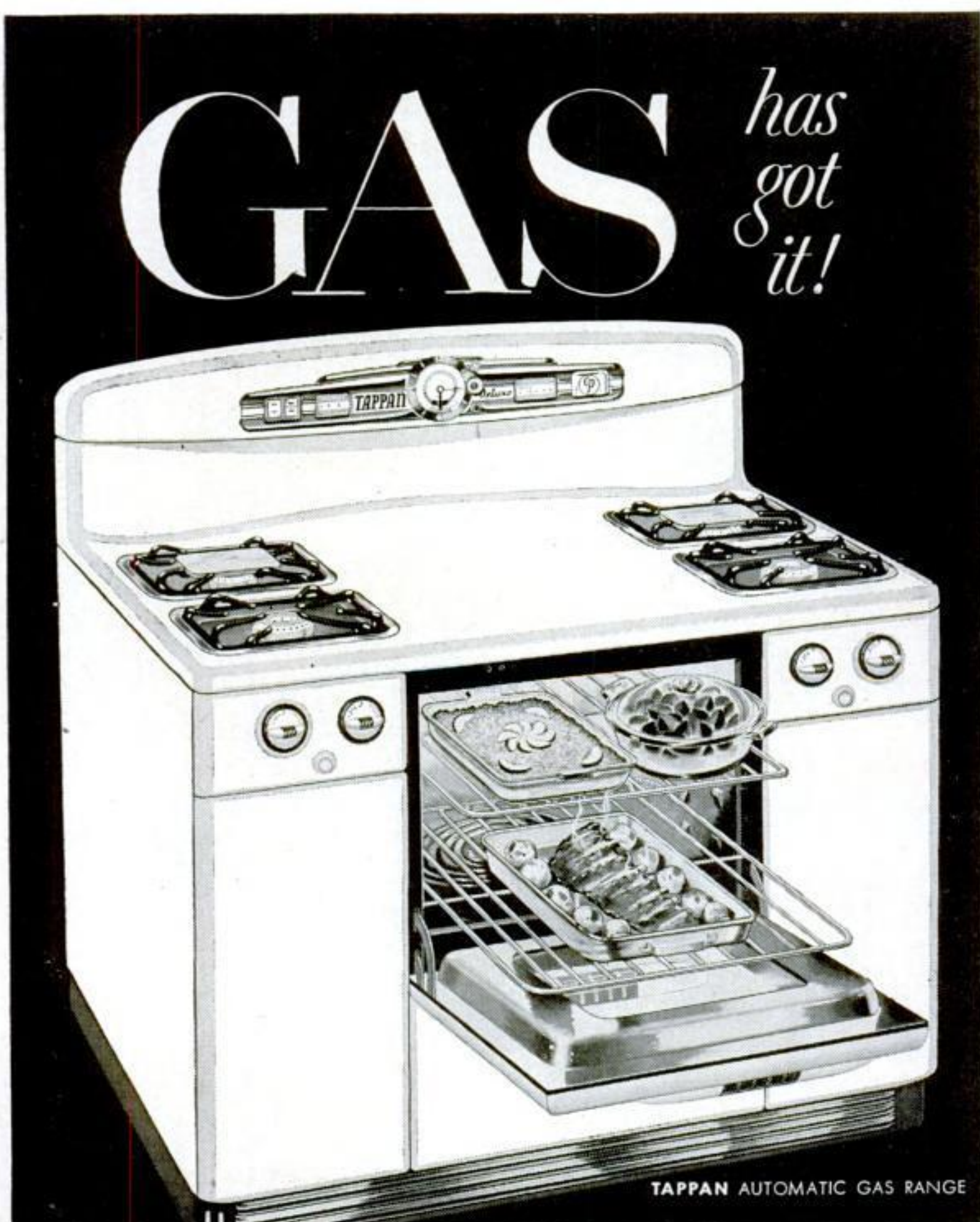
The fastest cooking
Only Gas can give you high-heat... slow-simmer... *any* heat you want... *instantly!*



The cleanest cooking
Smokeless broiling! New type oven vents! Non-clog burners! All Gas exclusives.



The coolest cooking
No lingering heat from Gas burners. And new Gas ranges have *extra-heavy* insulation!



Gas gives you everything faster, better, more economically! No wonder 95 out of 100 homes, in city after city, cook with it! Choose this TAPPAN "CP" Gas range, or any of the other "makes" built to "CP" standards, now at your

local Gas company or appliance store. Then for the next work-saving step in your "New Freedom Gas Kitchen,"* be sure to get a roomy Servel Gas refrigerator. It stays silent...lasts longer!



*CERT. MARK, AMER. GAS ASSOC., INC.

Pet Alligator CONTINUED



HOME FROM A WALK, Gatie laboriously climbs the steps, King giving an occasional tug on leash to help him up. The animal now weighs 125 pounds.



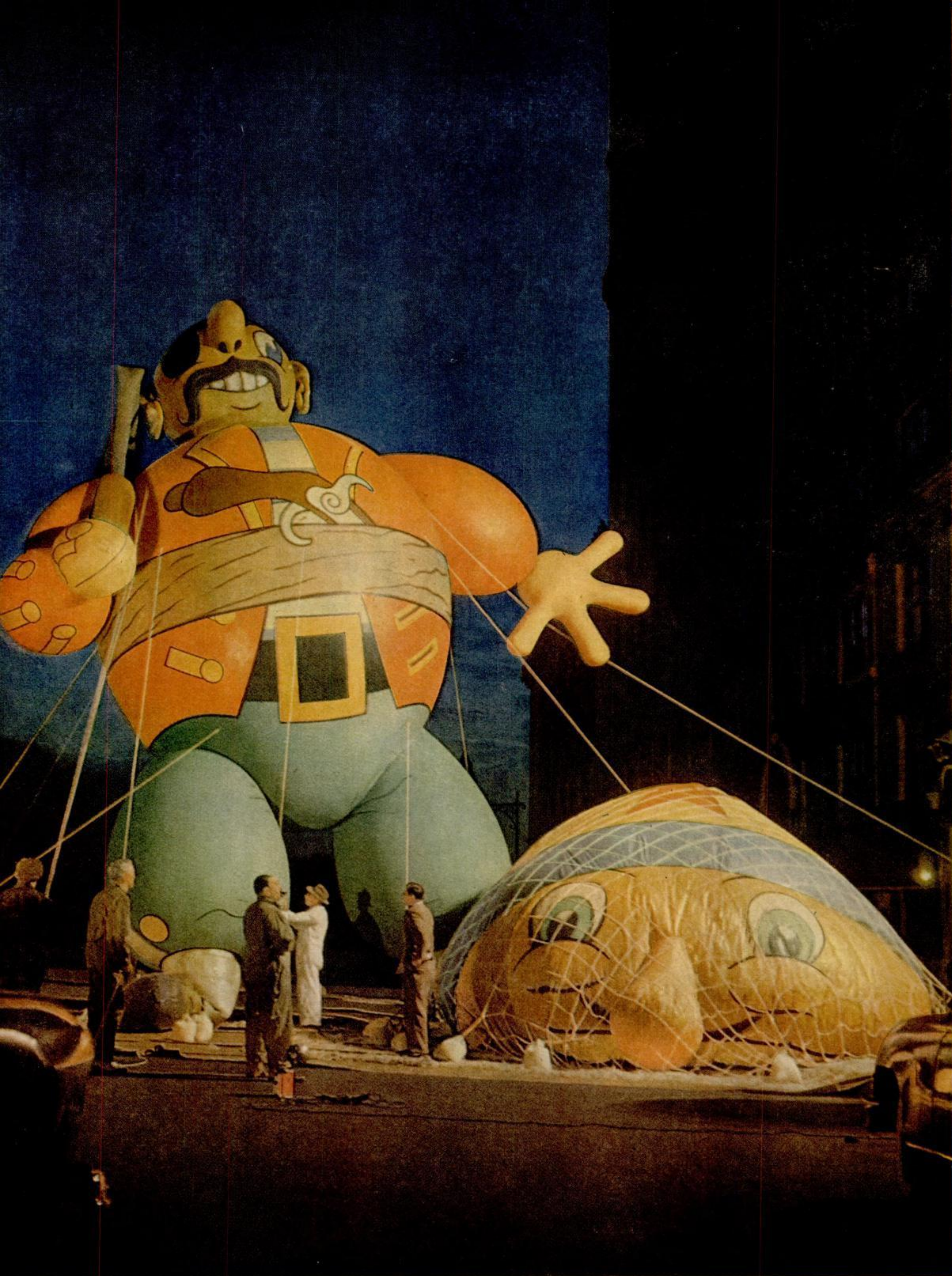
"Thanks-and the same to you"



**CORBY'S... A GRAND
OLD CANADIAN NAME**

PRODUCED IN U. S. A. *under the direct supervision of our expert Canadian blender*
86 Proof—68.4% Grain Neutral Spirits—Jas. Barclay & Co. Limited—Peoria, Illinois





GIGANTIC BALLOON FIGURES, the 40- to 75-foot-high trademarks of Macy's Thanksgiving Day parade in New York, are inflated at predawn rehearsal. Six in

all, they cost \$5,000 to \$8,000 each, and they use 50,000 cubic feet of helium. They are occasionally revamped: a cop becomes a fireman, a puritan a pirate.



JANE PICKENS LEADS 9,000 MACY EMPLOYEES IN "JINGLE BELLS" DURING GIANT RALLY DESIGNED TO WHIP UP FEVER OF SALESMANSHIP FOR CHRISTMAS RUSH

CHRISTMAS AT MACY'S

As becomes the world's largest store, it is prodigious, furious and for cash only

PHOTOGRAPHS FOR LIFE BY NINA LEEN

In the last four weeks before Christmas, R. H. Macy of New York, the world's largest store, goes through a kind of retailing blitz. On the day after its Thanksgiving parade (*opposite page*), which initiates New York's Christmas season, an augmented staff of more than 14,000 sets furiously to work to sell everything in sight to an average 250,000 daily customers.

Macy's is not merely the physically biggest store in the world, selling the greatest variety of items (400,000); it is also the world's largest drugstore, bookstore, furniture store, liquor store, fabric and china store, for its departments handling these items all under one roof are bigger than any other store specializing in them.

The author of this implausible reality was Rowland Hussey Macy, a Nantucket whaler who believed money could be made in dry goods by advertising aggressively and selling for cash only. Macy tried these theories in Boston, failed, tried in San Francisco, failed again and failed a third time in Haverhill, Mass. Undaunted but by now a dangerous credit risk, he opened another dry goods store, this time in New York. It was a success from the start and grew enormously. After Macy's death the greatly expanded store

passed into the hands of the Straus family, long-time Macy associates.

Strauses still run it (*next page*) but with marvelous fidelity to the original Macy policies. For Macy's, now 90 years old, still sells for cash only, sells all items that are not price fixed (at least 85% of its stock) for at least 6% under its competitors' prices (and has its own way of getting around price-fixed items), changes the price on a single item as many as five times in 12 days to meet competition. Since it won't open a charge account for anybody, Macy's has evolved the Macy Bank, in which customers deposit money and then draw against it as they buy. This unique device currently has \$9 million of customers' money on deposit. Macy's still advertises and promotes exuberantly; at various times it has installed a complete barnyard and a ski slide within the store to help sell livestock and ski equipment. All this multifarious activity helps to sell a stock which ranges from Crosleys to church organs, from fresh Italian cheeses to genuine Regency backgammon boards. During the current Christmas season, largest in Macy history, that stock is being purchased at the rate of more than a million dollars a day—every cent of it paid for in cash.



MACY'S on 34th Street is 5 once separate buildings.



MACY VICE PRESIDENTS and other executives, wearing raccoon caps (a Macy exclusive at \$3.98),

sing and act at the pre-Christmas rally. Macy's top echelon is youthful; vice presidents average 47 years.



YOUNG SALESMAN William Komlos (Yale '48) is member of the 60-man executive training squad.



BOARD CHAIRMAN Beardsley Ruml, author of pay-as-you-go tax plan, scrutinizes Macy operations.



TOY BUYER Dan Tate works all summer picking toys for Macy's Christmas display, largest in U.S.



INFORMATION OPERATOR Alice Lennon answers six questions a minute during eight-hour day.



VETERANS James and Edith Connair have sold chintz and chests for 26 years, been married for 13.

← **MACY DETECTIVES**, who must remain unknown, look like ordinary shoppers, watch for thefts.



MACY PRESIDENT Jack I. Straus sits amid a big pile of Christmas boxes. At the 70,000-a-day rate at which they are used during the Christmas rush these

boxes would last the store only 15 minutes. Straus, who is now 48, started with Macy's when he was 21 and became an executive vice president at the age of 26.

CONTINUED ON NEXT PAGE

Copyrighted material



HANDKERCHIEF, 300,000, 33¢ A PIECE



CHRISTMAS CARD SETS, 100,000, 47¢ A SET



NYLONS, 15 DENIER, 77,000, \$1.68 A PAIR



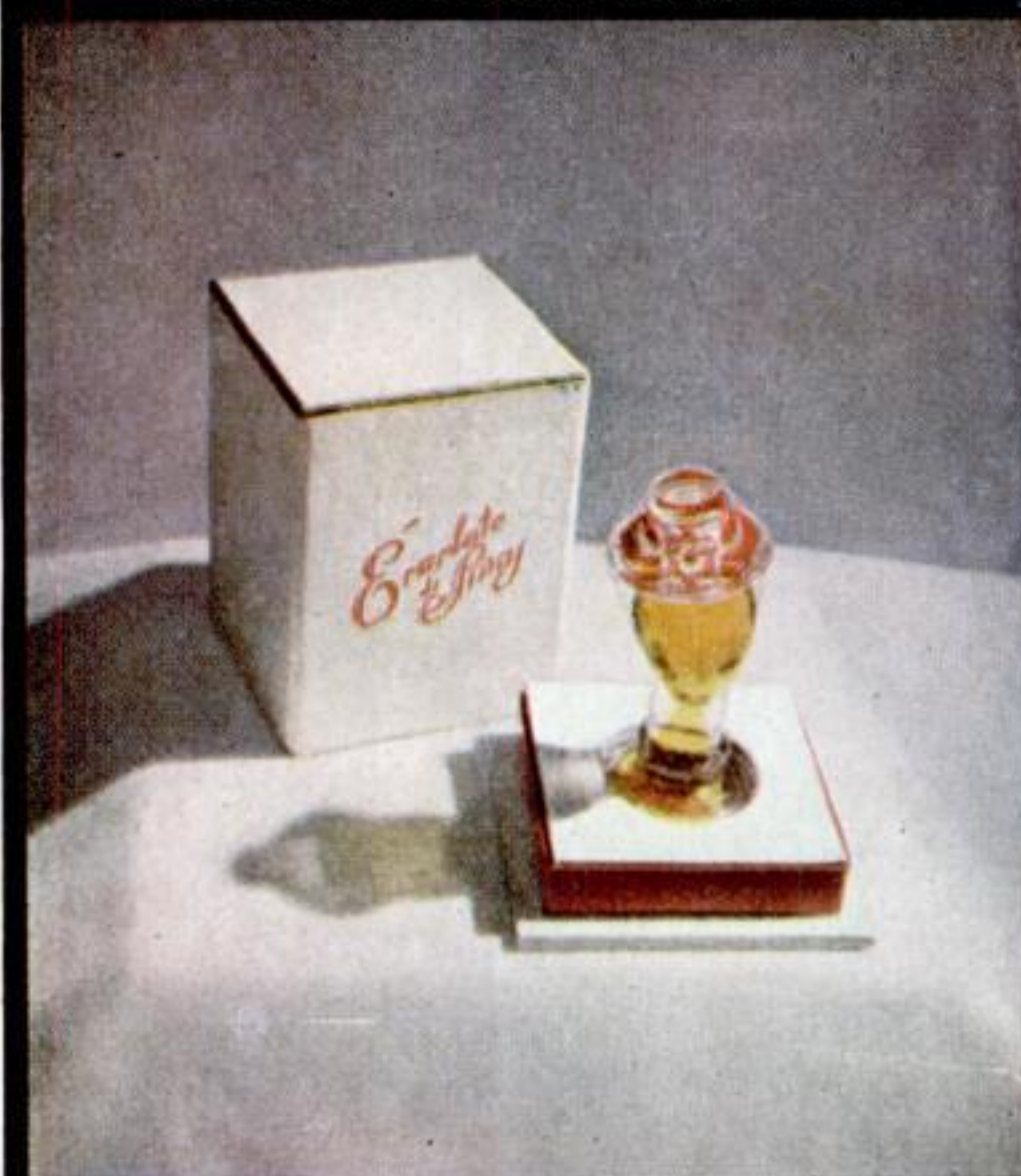
WHITE COTTON SHIRT, 30,000, \$1.98 EACH



STRIPED PAJAMAS, 30,000, \$2.77 A PAIR



MACY'S BRAND SCOTCH, 30,000, \$4.99



SUZY PERFUME, 20,000, \$4.19 A QUARTER-OUNCE



LEATHERETTE HANDBAG, 20,000, \$2.98 EACH



CANISTERS WITH CANDY, 20,000, \$3.69 A SET

THESE ARE 1948 CHRISTMAS BEST-SELLERS



BALL-POINT PEN, 60,000, 92¢ A PEN



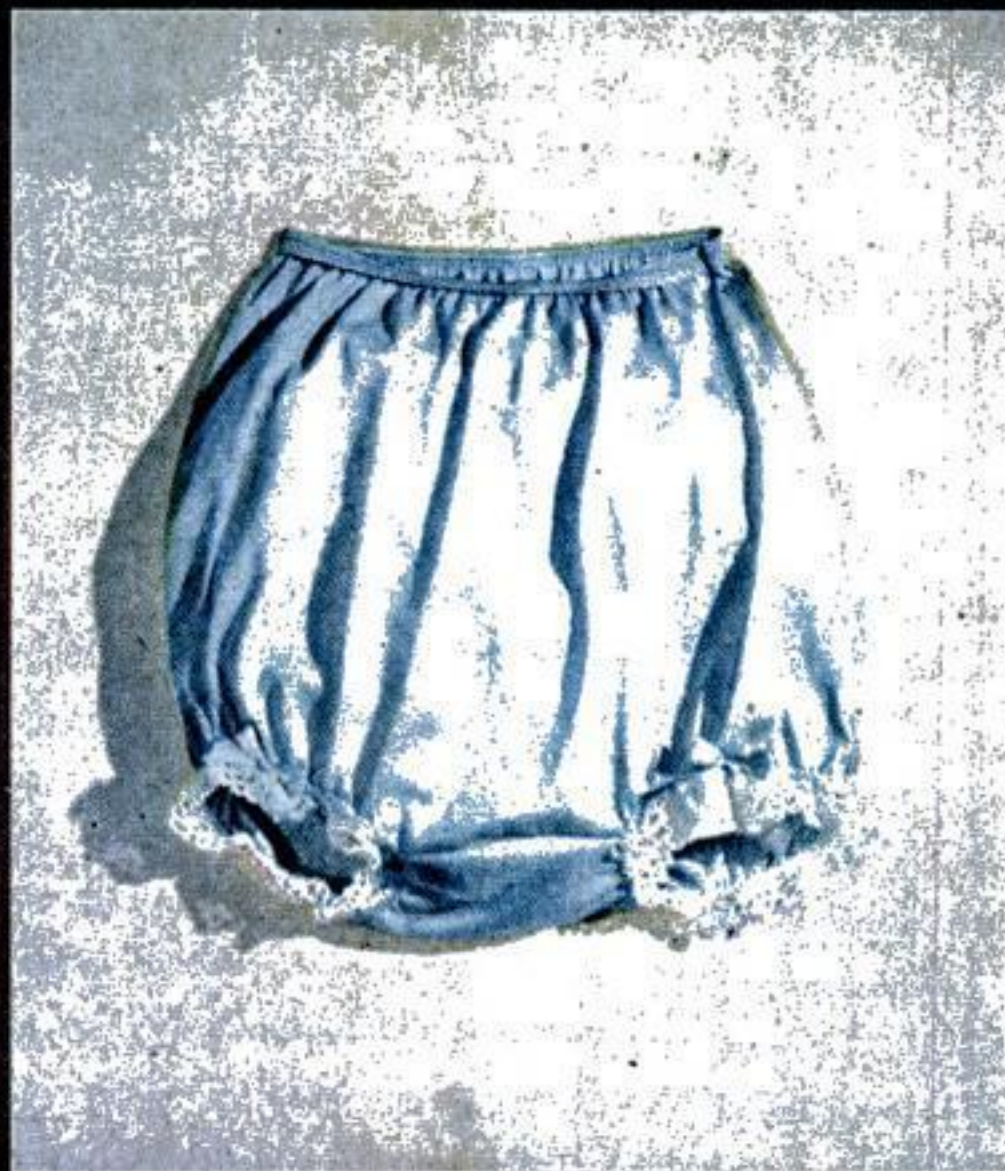
MEN'S BLUE SHORTS, 50,000, 69¢ A PAIR



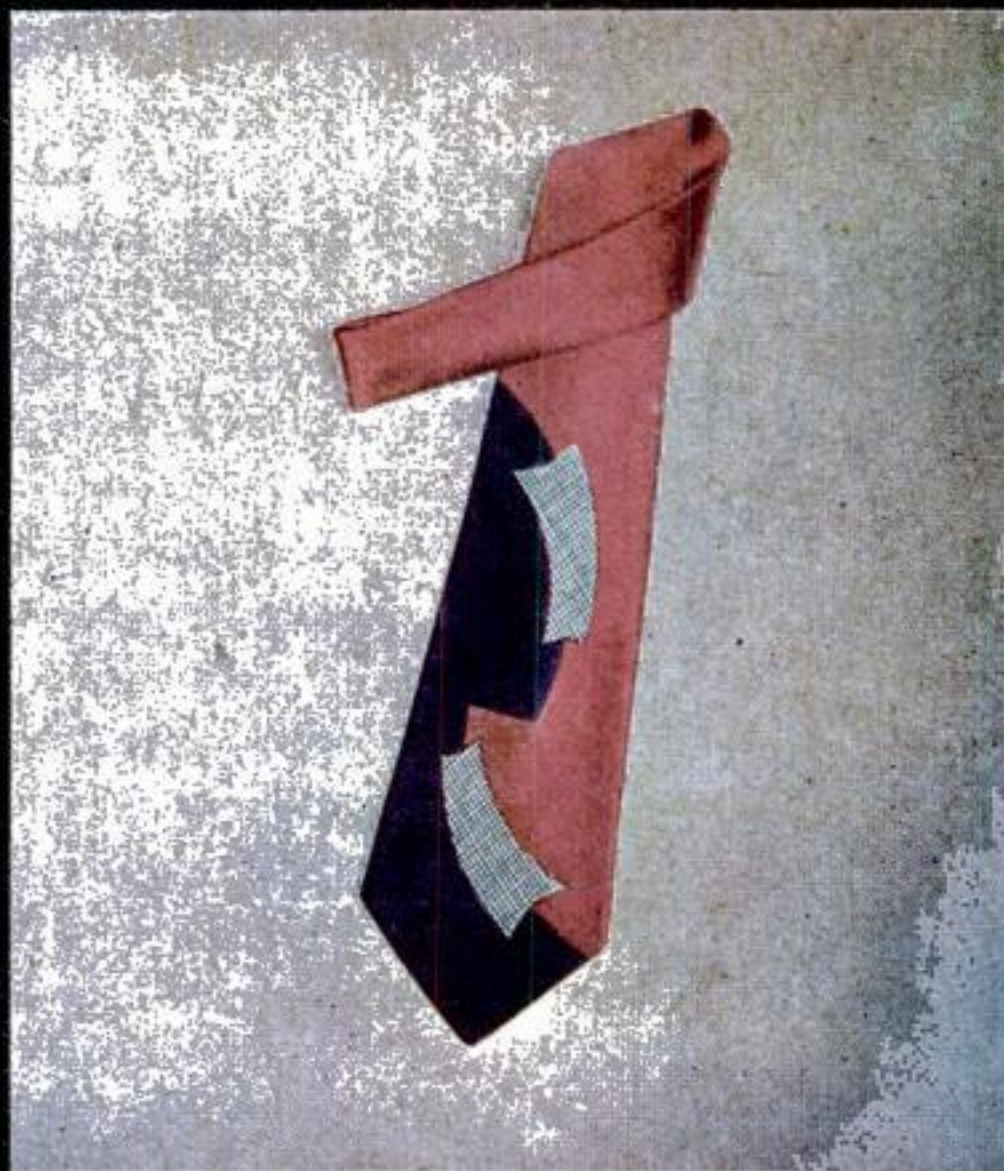
MEN'S WOOL SOCKS, 40,000, 94¢ A PAIR



SIMULATED PEARLS, 30,000, \$2.77 A ROPE



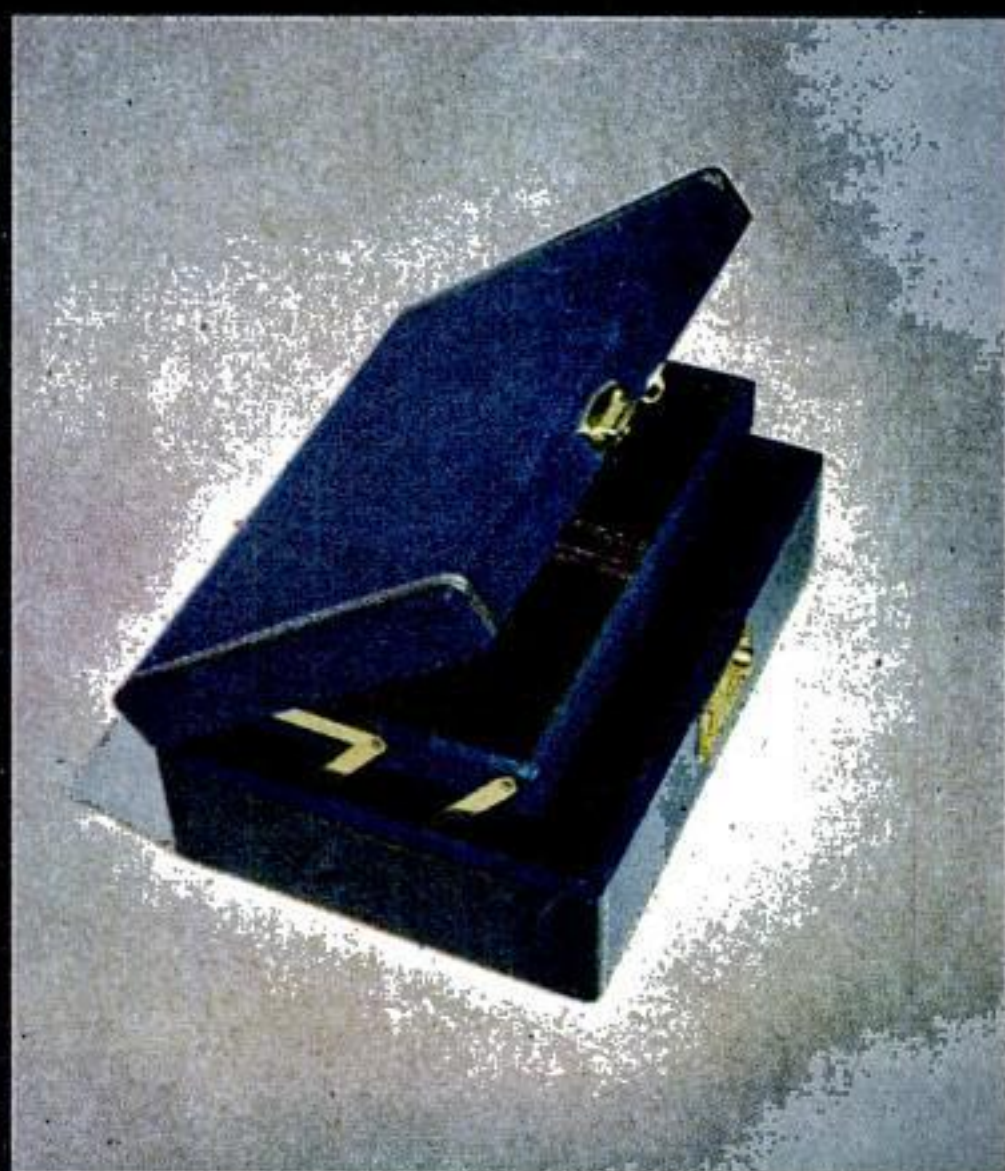
CHILD'S BLUE PANTIES, 25,000, 64¢ A PAIR



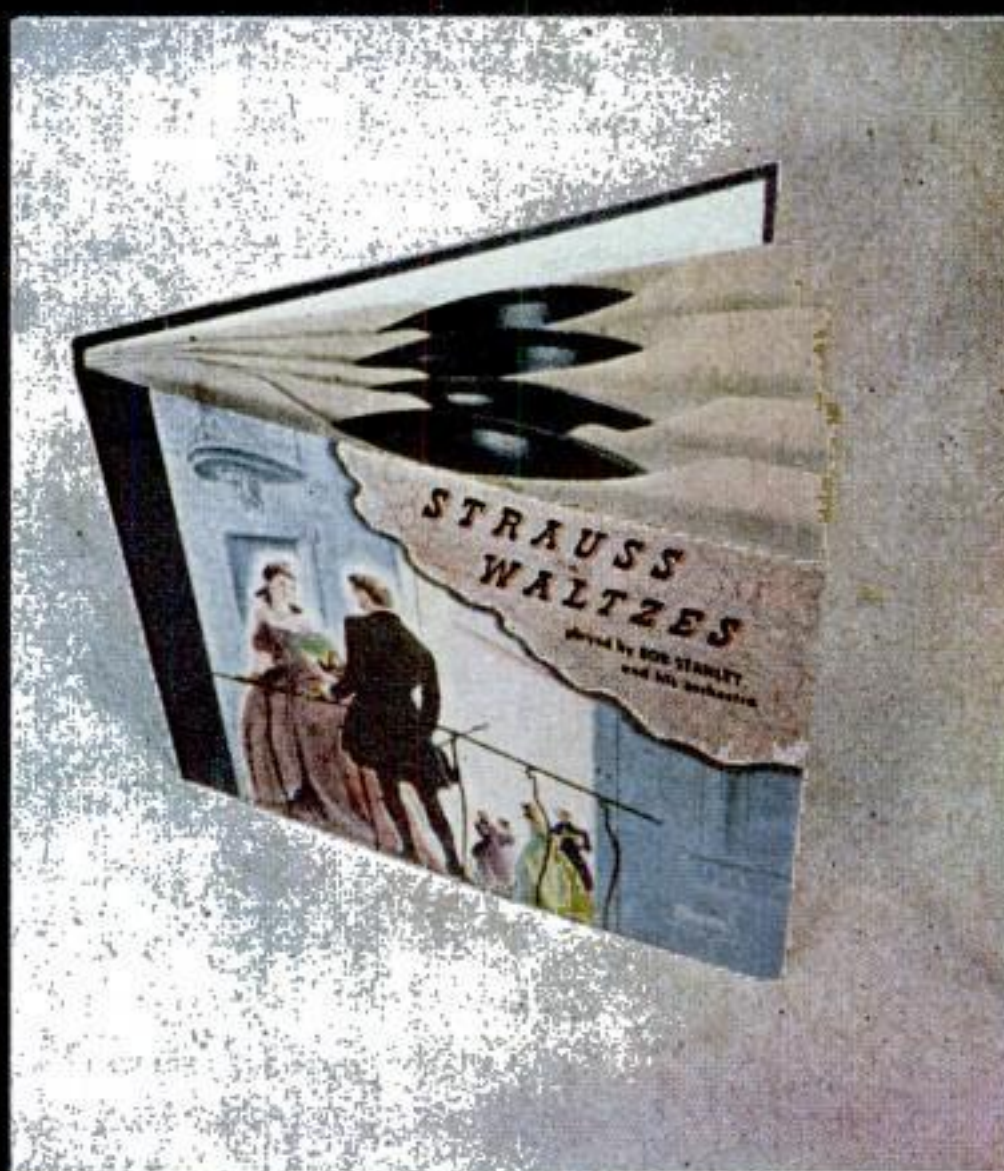
RAYON SATIN TIE, 21,300, \$1.41 A PIECE



RAYON SLIPPERS, 18,000, \$2.34 A PAIR



LEATHER JEWEL BOX, 17,000, \$4.98 EACH



STRAUSS WALTZ ALBUM, 15,000, \$1.99

The objects shown above are the 18 best-selling items in Macy's Christmas merchandise this year. The number of each that the store ordered and the retail price appear under each picture. These figures represent a major merchandising gamble. The orders were decided upon and placed last sum-

mer and fall at a total wholesale cost of a little under a million dollars. Between then and Christmas some of these retail prices may drop because of the fierce price competition among New York department stores and because of Macy's determination to undersell its competition by at least 6%.

CONTINUED ON NEXT PAGE



SANTA CLAUS FACTORY made the 113 big and little Santa Clauses that currently decorate Macy's. This is the Bliss Display Corporation, whose biggest cus-

tomers this year is Macy's. Santa suits of Scottish plaid and hemispheric design illustrate seasonal slogan: "Thrifty Macy's—the World's Largest Santa Claus."



COMPARISON SHOPPERS buy in competing stores, bring back merchandise (above) priced under Macy's. Macy's then lowers prices to undersell competition.



BULLETIN BOARD lists price changes made as a result of comparison shopping. Macy's gets around fixed prices by producing own brands, fixing own prices.



BUREAU OF STANDARDS at Macy's tests new merchandise for quality and safety. The bureau can overrule executives on what the store can and cannot sell.



STORE HOSPITAL treats 65,000 patients a year. This is usual Monday morning lineup having temperatures taken. The lineup is longer after big sale days.



ORDER FOR ICELAND consisting of a fur coat, fruit and accordeons is assembled by shopping service. Macy's has sent orders to every country except Tibet.



PHOTOGRAPHIC STUDIO takes 75 advertising pictures a day. This is a set-up for Macy's "blizzard" advertisement—many items crowded into one picture.



BREAKING RULE, JANET SLIPS OFF SHOES ABOUT 3 P.M. TO REST WEARY FEET



JANET WORKS, surrounded by milling crowds, at the inexpensive pearl counter eight hours a day, with an hour for lunch and 20-minute afternoon rest period.



THIS IS HOW MANY PEARLS JANET SELLS IN ONE DAY

JANET STEURER SELLS PEARLS IN A BEDLAM FOR \$33.50 A WEEK

Janet Steurer, 20, of Tarrytown, N. Y. sells imitation pearl necklaces on Macy's main floor five days a week from 9:45 a.m. to 6 in the evening. Like a lot of other Macy salesgirls Janet took a merchandising course in college (Stephens in Columbia, Mo.), went through two weeks of intensive Macy training during which she learned the right words to use on reluctant customers, how to add up a sales check and master a cash register.

At her jewelry counter near the 34th Street entrance Janet is right in the center of the elbowing bedlam of her first Christmas at Macy's. Rarely are there fewer than six people clamoring for her services. Meanwhile, adding to the din, 40 children get lost daily in the rest of the store, and 40 customers and salesgirls are escorted or carried to the store hospital.

In the middle of all this frenetic gaiety Janet Steurer tries to keep her wits, does not always keep her shoes but averages 300 sales a day at \$1.69 each. For this she earns \$33.50 a week, a fair salary for a 20-year-old girl, although far behind the 35 veteran Macy salesmen in furniture, major appliances and rugs, who average \$10,000 to \$20,000 a year in commissions.



JANET EATS, still surrounded by crowds, in the company cafeteria, where she can get a complete meal for 65¢. The cafeteria serves employees 6,000 meals a day.



IN JAM-PACKED LOCKERS Janet gives herself a final once-over before running for train. She shares a locker with three other girls. Because she sells jewelry

she is not allowed to wear any behind the counter (it might distract customers from the stock). She compensates for this at night with a triple strand of pearls.

CONTINUED ON NEXT PAGE 99



LONG SLIDE from the 19th floor to the ground floor through Macy's package chutes has been taken every working day for 26 years by Mike Reynolds, 53, whose

job is to make sure that no bundles are sticking in chutes. Mike wears out a suit of coveralls every six weeks and slides about two miles every week in line of duty.

THIS CHRISTMAS—

It's **EVERSHARP** for **EVERYONE!**

No matter what style, what type of writing instrument you want to give—no matter what you wish to spend—from \$1 to \$75—**EVERSHARP** has the perfect answer to your \$64 Christmas gift question.

THE SYMPHONY

Styled by world famous designer Raymond Loewy in your choice of new, smart solid colors with gleaming silver-colored cap. Has extra-large 14-karat gold point to assure easy, effortless writing.

\$5
(no tax)

SYMPHONY Pen—\$5.00
Matching Repeater
Pencil—\$3.75
Complete Set—\$8.75
Matching SYMPHONY
Sphere Point Pen—\$3.75

EVERSHARP Pens and Repeater
Pencils are handsomely gift-
packaged for Christmas.

Imagine a Pen

NOT MUCH LONGER THAN YOUR CIGARETTE
—YET IT OPENS TO A FULL-SIZE PEN
—WITH FULL INK SUPPLY

\$7.50

\$4.95

\$12.50

With 14-K gold-filled band, in your choice of smart colors
\$7.50 (tax included)

With chrome band, in your choice of smart colors
\$4.95 (no tax)

LIMITED EDITION—14-K gold-filled \$12.50 (tax included)

LIMITED EDITION—14-K gold (not illustrated) \$75.00
(tax included)

Kimberly POCKETTE
by **EVERSHARP**

A

B

C

YOUR CHOICE \$1.00

- A. WAHL BALL PEN. Writes longer, better than any other dollar pen! \$1.00
B. THIN LEAD REPEATER PENCIL. Feeds new points when you click the magic button! \$1.00
C. THIN LEAD PROPEL-REPEL PENCIL. Slim, streamlined. Writes smoothly and easily! \$1.00

\$15.00
Tax Inc.

\$7.50
Tax Inc.

\$3.50
No Tax

EVERSHARP ENVOY SET
14-K gold-filled throughout. A very special gift for a very special someone. The complete set . . .
\$22.50
(tax included)

EVERSHARP REPORTER
Smart pen (above)—\$3.50.
Matching Repeater Pencil—\$2.00. Yet the complete set is only \$5.00
Matching REPORTER Sphere Point Pen \$1.50

*Give **EVERSHARP**... and you give the *Finest!**

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Seagram's Seven Crown

Blended Whiskey. 86.8 Proof. 65% Grain Neutral Spirits.

Seagram-Distillers Corporation, New York

"Only the finest is fine enough for"



Christmas...give **Seagram's** and be **Sure** of the finest"

MONARCH

World's Largest Family of Nationally Distributed Finer Foods

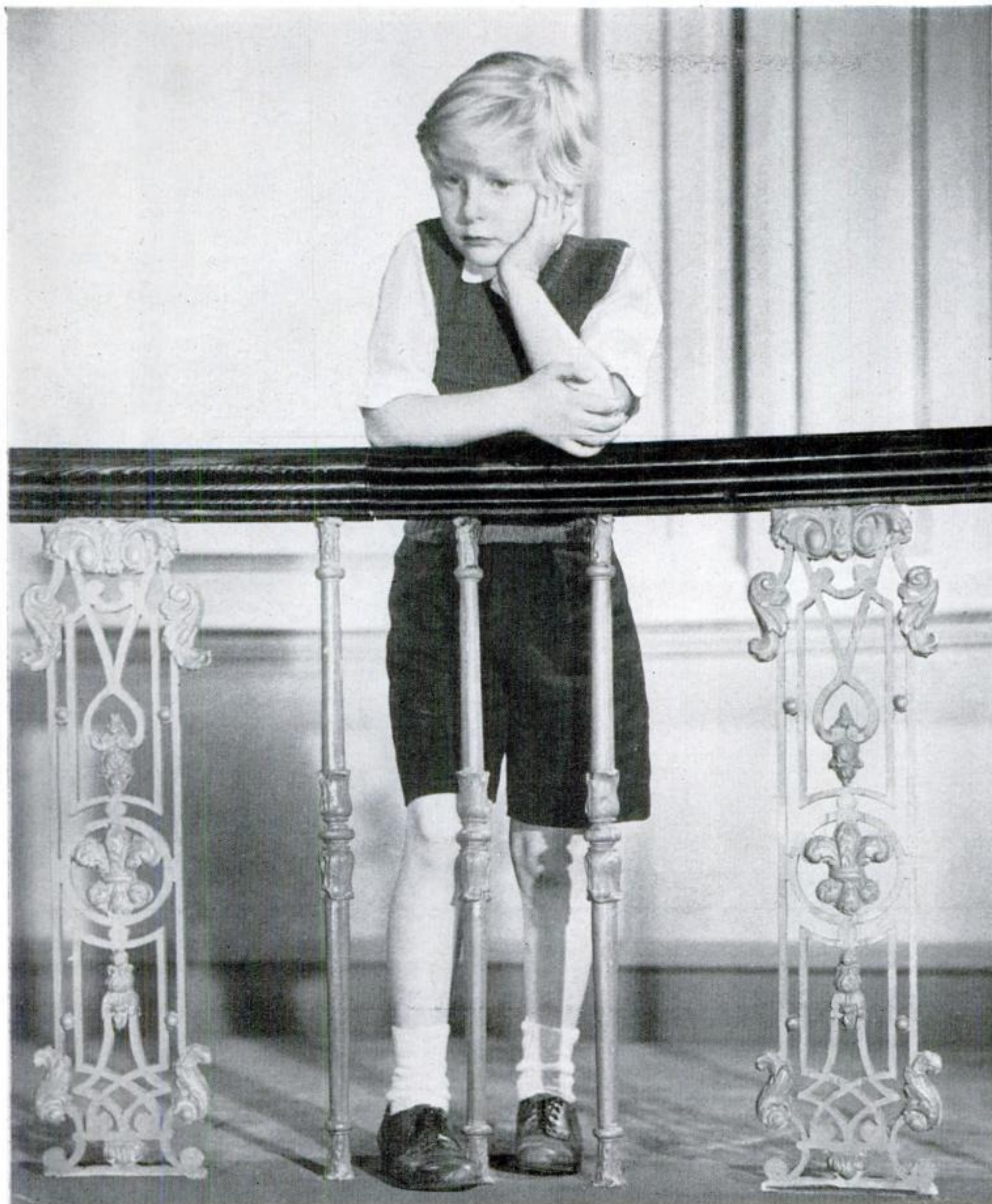
In summertime, at break of dawn,
Our busy workers carry corn,
And quickly pack it at its best,
So it can pass the MONARCH test.

Its quality you'll find supreme,
For, of the crop, they pack the cream.
Your family will say it's grand—
You'll find it labeled "MONARCH" brand.

And, at your nearby friendly store,
You'll find this and five hundred more,
Of foods that bear the "MONARCH" label.
They should be daily on your table.



REID MURDOCH
Division of Consolidated Grocers Corp.
Chicago, Ill.



BOBBY HENREY AS YOUNG FELIPE LOOKS WISTFULLY DOWN AT HIS IDOL, BAINES, THE EMBASSY BUTLER

"A STAGGERING PERFORMANCE"

London critics are bowled over by young Bobby Henrey, an Anglo-French boy whom patient direction has turned into Britain's newest child star

by FRANCIS LEVISON

LONDON
London film critics were caught off their surly guard this fall by a small boy with an uneven walk, a misbegotten haircut and an odd foreign accent. "Bobby Henrey . . . one of the most endearing child studies ever given in the cinema." "An absolutely staggering performance by an 8-year-old." "Ninety-four minutes of sheer enchantment." "Bobby Henrey . . . the incarnation of the small boy we all hope we once were."

The occasion for these rave notices was the premiere of *The Fallen Idol*, a new opus from Sir Alexander Korda's studios, which had occurred with a minimum of advance fanfare. Nobody had any business to be quite so surprised because the film was made by Carol Reed whose last, *Odd Man Out*, gave evidence of his growing into one of the world's great cinema directors. It was quite reasonable to be astonished by Bobby Henrey, however, who

was billed in small letters and had never been heard of before.

Bobby Henrey, now 9 years old, is the son of a good-looking Anglo-French team of writers who commute between London and a farm in Normandy. He had never before acted in so much as a kindergarten pantomime and had not been known to perform a tap dance, sing in tune or even recite a poem with distinction.

This inexperienced boy plays the role of the ambassador's son, left alone for a weekend in a great London embassy in the care of the butler, Baines (played by Sir Ralph Richardson), whom he idolizes, and Mrs. Baines, whom he hates. The child becomes the uncomprehending pawn in the adult drama created by the butler's romance with an embassy typist, Mrs. Baines's suspicious frenzies and her eventual hysterical fall down the embassy

CONTINUED ON NEXT PAGE



DIRECTOR CAROL REED, copying one of Bobby's gestures, explains how and why he is supposed to throw out his arms helplessly in a scene from *The Fallen Idol*.



PATIENTLY EXPLAINING every last detail, Reed gets down to the boy's level and beneath it (below) to make every one of his gestures in the film letter-perfect.





Products of General Foods

TRY SNIDER'S OLD FASHIONED CHILI SAUCE
AND COCKTAIL SAUCE TOO!

If the Snider Folks put it up—
it tastes like home



PLAYING WITH SNAKES did not appeal to Bobby, but he learned to do it cheerfully as he chatted with his dear friend, the butler (Ralph Richardson).

"A STAGGERING PERFORMANCE" CONTINUED

staircase. Felipe thinks his idol, Baines, murdered his wife and lies in an effort to save him. He is young and lies badly, and his lies embroil Baines in a serious murder charge.

The part is a rare one for a child because although he appears on the scene continuously, either as player in or witness to the drama, he is not the focus of adult attention. The grownups pursue their own emotional ends with little thought of this intently observing boy, and the effect of all this on him is a second and parallel story which only the audience comprehends. The genius of the film is the constancy of mood and suspense, curiously heightened by flashes of first-rate comedy. Throughout, the small boy's short-legged body is matched against adults who tower above him, against the vast curving staircases of the embassy, which he must negotiate with effort, and against perilous balconies and ledges of the great building.

Bobby Henrey was born June 26, 1939 on his parents' farm in France during a thunderstorm. His father Robert, an English newspaper reporter, and his French-born mother Madeleine were busy producers of a stream of books, under the name of Robert Henrey, mostly about their own adventures with Bobby. Returning to England in 1940, they lived through the blitz in London. After the war Bobby commuted between the Normandy farm and a Piccadilly flat.

Bobby's film career began, inadvertently, in July of 1947, when Carol Reed and Graham Greene, author of the script, were looking for a child to play Felipe. A studio executive, seeing his photograph on the jacket of one of his parents' books, wrote to the Henreys. By then Bobby had gone back to the Normandy farm. His somewhat dubious parents were persuaded to permit Bobby to fly to London for a day to meet Reed. Reed liked him at once. He was particularly pleased with the liquid French accent. He sat down with the child for the first of many quiet talks. Reed never saw another child.

Because the screen performance of this untrained child is faultless, the inevitable question arises, how did it happen? From those who were behind the scenes and saw the making of *The Fallen Idol* there comes a definite reply: "It's the greatest Svengali act in the history of the theater."

Carol Reed crouched beside the child hour after hour, month after month. He created a separate world for himself and the child, and the vast superstructures of the cinema, the lights, cameras, actors, technicians, were shut out. Reed talked, cajoled, demonstrated, rehearsed, explained. Sometimes he would rise from his knees and squirm, shuffle, gesticulate in exact facsimile of a child. Reed had studied Bobby's

gestures, then selected appropriate ones and demonstrated them himself. The man, well over 6 feet, repeatedly waved his arms in boyish despair, curled himself over the embassy balcony in absorption, ran breathlessly up and down the great staircase. The boy followed, painstakingly perfecting the mimicry. Explains Reed, "What Bobby really was doing was copying me copying him." He had Bobby rehearse every least gesture, repeat every brief speech anywhere from 20 to 100 times. Bobby grew accustomed to the game of mime. When asked how he knew how to sob heartbrokenly over the death of a pet snake, Bobby exploded with brief indignation, "Well he *showed* me. What's the producer for?"

Such extreme dependence on tutoring did not dismay Reed. It was exactly what he hoped for. He contends, "A child of 8 *can't* act. I wasn't looking for an exhibitionist. Adults have habitual gestures and defenses. A good actor must take something away, lose a part of himself before he can create a role. But with the right sort of child, such as Bobby, there is nothing in the way. There is absolutely no resistance. He will do everything you tell him." Reed deliberately used the child's body to express emotion. "Adults are controlled, they hold their arms and legs still, but if a boy is upset he twiddles a string, arches his back, twists his legs." Many of Bobby's finest scenes show him from the back, beating his arms helplessly against his hips with consternation, idly kicking a stone down the street, simply shuffling out of a room in humiliated despair (to the accompaniment of his voice, low and almost toneless, saying, "I don't care").

Various devices were used by Reed to achieve natural expressiveness in Bobby. In the opening scenes Bobby leans over the bannister, his face supposedly warm with admiration as Baines struts in the lobby below him. Although Bobby understood that he liked Baines, he did not know how to *show* affection and his face remained cold. So Reed hired a magician, complete with props, jack-in-the-boxes and concealed rabbits, and while Bobby, truly entranced, watched the show the cameras caught on his face the rapt smile that starts off the film.

No small credit, of course, must go to the sorcery of film-making. With a little boy of short memory and no histrionic training, Reed knew he would have to create a heavily cut film. In the finished version of 94 minutes' duration, smooth as it seems to the uninitiate, there is the astonishing total of 1,040 separate splices. Although the audience thinks of Bobby as an integral part of the entire drama, actually he plays most of his scenes alone. Sometimes he is shown walking beside Baines. The coat and pants of Baines, however, are Carol Reed's. Says Reed, "With Ralph's height and a little boy I could only play them together in long shots. I usually stayed beside Bobby so that when he watched me giving directions he was automatically looking in the right direction."

Because every scene involved remembering a cue, expression, action, as well as words, the longest line Bobby was ever given to say without a cut made up a grand total of 14 words. It was "Funny, Julie working at the embassy and all the time she was your niece."

By February, after the actors had finished their work, Reed embarked on endless weeks in the cutting rooms, studying strips of millions of little Bobbys, listening by the hour to record after record of the boy's high voice, selecting, cutting, discarding and splicing from the forest of trials. When asked afterwards if he could direct Bobby in the same story on the stage, Reed grinned in fine understatement, "I think it would be difficult."

Bobby presented the studio with all the trials of a child actor. Often

CONTINUED ON NEXT PAGE



BUTLER'S WIFE lies dead at the foot of the staircase at film's high point. The boy, watching at the window, is sure that the butler has murdered her.

"...from me to me

*for Christmas! A wave
like naturally curly hair!"*

says

Jan Jordan,

Housewife

of Ridgway, Pa.

"What good luck

to discover this

wonderful Portrait

Home Permanent

before the

Christmas season!

For my Portrait

wave is so flattering —

so easy to manage!

I simply run a comb through

those deep, springy curls

and they fall softly into place."

be admired

THIS HOLIDAY SEASON FOR YOUR LOVELIER WAVE!

You'll spend less time fussing — have more time for fun — when you have a softly manageable Portrait Home Permanent . . . preferred by thousands of women for five years!

FOR YOUR

first

HOME PERMANENT. Be delighted with your very first home wave! Get the complete Portrait kit with exclusive Twin-Grip curlers. You'll find it's so easy to wind even back curls with this new kind of curler. For it grips hair tips firmly so you can start winding at once — smoothly and evenly.

NOW! Get the complete Portrait kit with exclusive Twin-Grip curlers — ONLY \$2.00 plus 7¢ tax. It also contains extra-mild wave lotion, end tissues, and neutralizer.

FOR YOUR

next

HOME PERMANENT. Discover the home permanent so many women prefer — get a Portrait refill. You'll be thrilled with the soft, natural curl Portrait's extra-mild lotion coaxes into your hair. And this springy, lasting wave is just as easy to manage as naturally curly hair.

A Portrait refill works with any plastic curlers. It costs only \$1.00 plus tax and contains Portrait extra-mild wave lotion, end tissues, and neutralizer.



Portrait

TRADE-MARK

A PRODUCT OF LEHN & FINK

**HOME
PERMANENT**



You make it...



in a minute...

the milk's already in it!



... and **Chox** makes the best cup of hot chocolate you ever tasted.



Makes wonderful cookies, too!
Try these delicious, chocolate-y

CHOC BROWNIES

8	1/2 cup Chox	1/2 cup Meadow Gold Butter
3/4	cup flour	1 tsp. vanilla
3/4	cup sugar	1/2 tsp. baking powder
2	Meadow Gold Eggs (well beaten)	
1/2	cup walnut meats, chopped	

Melt the Meadow Gold Butter, add Chox and stir together until well blended. Beat eggs. Gradually add sugar. Mix thoroughly, then add flavoring and Chox mixture. Add flour sifted with baking powder and thoroughly blend. Mix in walnut meats. Bake in square buttered pan in moderate oven (350°) for 30 to 35 min. Cut in squares and sprinkle with powdered sugar before serving.

Beatrice Foods Co.

Your grocer has **Chox** Start enjoying it today!

"A STAGGERING PERFORMANCE" CONTINUED

valuable minutes ticked away while he finished a game with the electricians. He was willing to try, over and over again, but his concentration had an 8-year-old's limits and he could not work for long at a stretch. Because he must fondle a little snake lovingly through scene after scene, there were many days lost in accustoming Bobby, as shy of snakes as the next fellow, to a whole series of them.

Reed never lost his serene patience although everybody else did. Even Ralph Richardson, a troupier inured to the tribulations of dramatic production, was heard to expostulate in his dressing room one day, "I have a firm conviction that in my next film Alex (Korda) will have me playing opposite a dog!"

Bobby himself had a good time making the film. He particularly liked the action scenes where he could run, romp and negotiate the embassy staircase. The mysteries of set construction, the houses with false fronts and stairways with no landings were a source of unending fascination. But he is stolidly unimpressed with the importance of Bobby Henrey, the star. A star he defines noncommittally: "Well, there are two kinds, one is up in the air and another makes films."

Because *The Fallen Idol* tells a sophisticated and terrible story of adultery, madness and violent death, everyone was concerned with how much of it the 8-year-old boy was to know, how it would affect him. The studio word went out that the "secret" of the plot had been kept from Bobby.

Actually, in the early sequences on location, Reed merely told Bobby to run, to wave, to laugh. Gradually, just before each scene, Reed unfolded more of the story to the boy. Halfway through Bobby was given the script to read. Bobby did not witness the filming of the adult drama, but he did see all the rushes. He has already seen the finished version at least five times.

The legend of his ignorance naturally annoys Bobby. One day he burst forth to a reporter, "They said I didn't know what it was about. That's all fibs, you know. Carol explained everything." Then he twisted uncomfortably, "Please, don't ask me about that." Then, reluctantly, "You see, I'm not supposed to understand. Because of my age."

Bobby is quite able, in fact, to detail the whole plot. He begins, "The ambassador goes off for the weekend to get his wife who is in Switzerland. He leaves me to the butler, you see, Baines, Mr. Ralph Richardson. I like Baines, I'm supposed to anyway. One day I'm in my nursery and he goes out for a walk. . . ." Bobby grows a little tongue-tied when he comes to the role of the typist, "She was not his niece but he called her that because he liked her and—you know. I'm not saying it very well, am I? Anyway he says he must absolutely see her again. She said she was going away as she couldn't stand it any more. It was because she liked Baines and he was married and . . . it's really very hard to explain. . . ."

"I'd ring Scotland Yard"

The finer points of the film eluded Bobby. In one sequence, after observing adults quarreling hysterically, Felipe runs from the embassy, obscurely terrified, and out into the rainy streets at night. When asked why he ran Bobby says, "I was supposed to be frightened so I ran away." But he adds with practical boyish bravado, "I wouldn't run really. I'd pick up the telephone and ring Scotland Yard."

Bobby has never been to school or acquired friends of his own age. His parents deal strictly with his manners and he is extremely polite and obedient. He will not accept so much as a gift of candy without parental permission. Never excluded from adult conversations, he has developed, rather like Felipe of the film, a precocious half-understanding of adult affairs and is superficially acquainted with those mysteries usually designated as the facts of life.

He possesses marked sweetness along with the self-containment of an only child. Although shy at first with strangers, he can easily be persuaded into animated conversation. At times boyishness breaks through the reserve and he will examine a new automobile with an eager stream of "What is that for?" But if asked bluntly whether he likes machines the defense slips into place, and he replies with dutiful repetition of what his parents will tell you he thinks, "No, I don't like cars. They're too modern."

Because he lives in London and not Hollywood, Bobby's duties as a celebrity have not been arduous. His sphere remains the simple Normandy farm and the little flat in Piccadilly.

Meanwhile queues are forming before cinema houses all over England to see *The Fallen Idol*, which will be shown presently in the U.S. under the title, *The Eyewitness*. And critical praise resounds around Bobby's very fair, triumphant and rather impervious head. Guy Ramsey in the *Daily Mail* expressed for thousands a tribute not only to Bobby but unconsciously to Carol Reed as well: "I am on my knees before little Bobby Henrey who carried the whole structure upon 8-year-old shoulders and is never for an instant a child-actor but always a child. . . ."



Notched-collar satin striped rayon pajamas in royal, wine, light blue and winerose, \$8.50.



Satin striped rayon boxer shorts in royal, wine, cream, green, winerose and light blue, \$2.00

What's all the shouting about . . . it's Textron Menswear!

He'll whoop for joy, he'll shout like a boy, if it's Textron you put in his stocking.

Men like the easy-going comfort of Textron pajamas . . . those longer trousers, roomier armholes. They go for the non-binding elastic in Textron's shorts, the famous "parachute" seat. And how they approve of Textron tailoring . . . smaller stitches, generous seams! Finest rayons or Sanforized cottons.

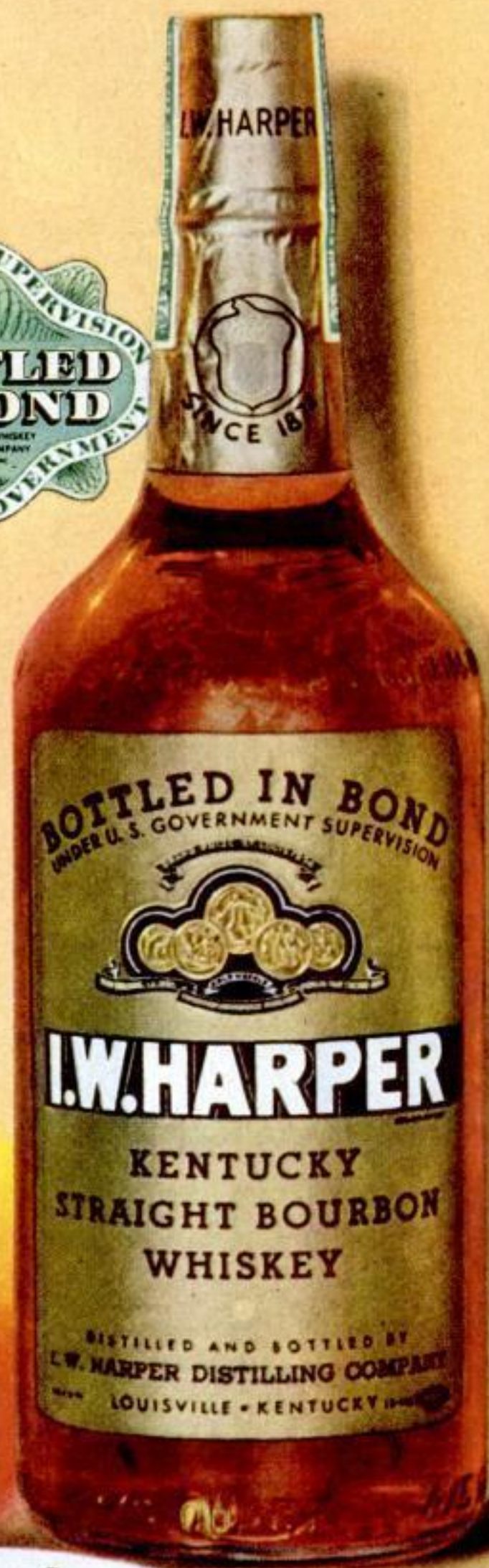
Pajamas, \$3.95 to \$10.95. Shorts, \$1.00 to \$2.00. At leading stores throughout the country.

TEXTRON INC., Textron Building, 401 Fifth Avenue, New York, N. Y.

TEXTRON
REG. U. S. PAT. OFF.

HOSTESS COATS • BLOUSES • WOVEN & TRICOT LINGERIE • MENSWEAR

OUR FOUR OF



...it's always a pleasure



enjoyed in fine American homes

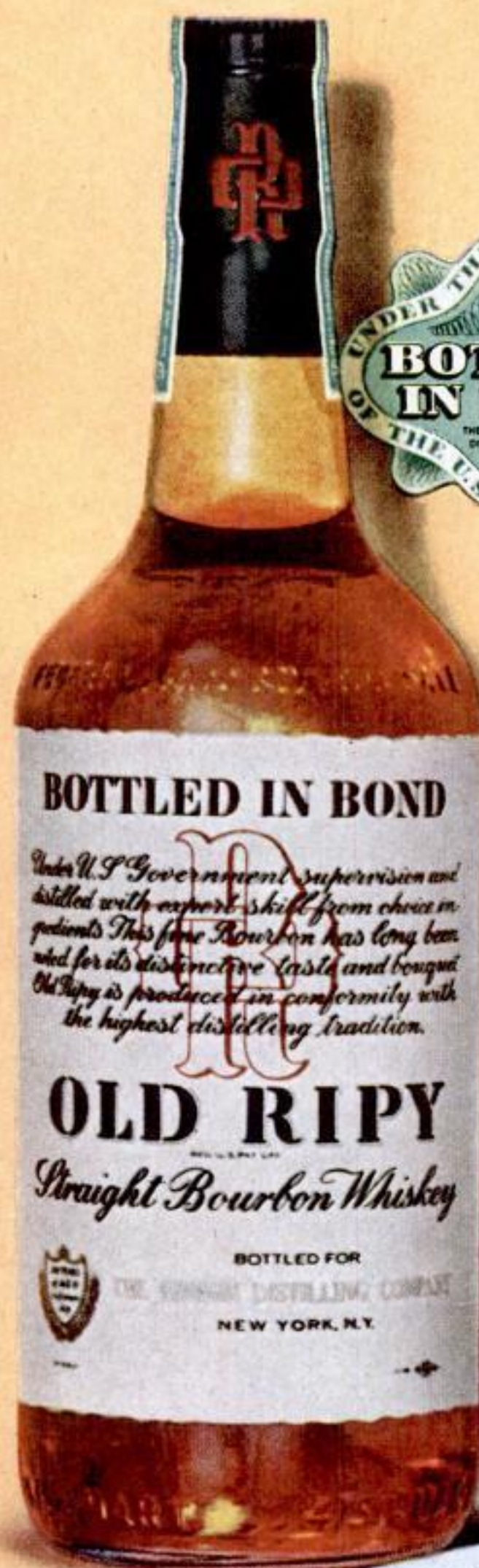
YOU may be interested to know that the green seal over the corks of these Kentucky Straight Bourbon Whiskies, "Bottled in Bond under the Supervision of the U. S. Government," means . . . that *every drop* in the bottle is straight whiskey . . . that *all* of it is old whiskey, aged four years or more (you will find the exact age on every bottle) . . . that it is *always* full 100 proof . . . that only new casks were used for the aging process, in which the wood slowly works its magic on the whiskey . . . that the whiskey was distilled, aged in sealed barrels, then bottled directly under the supervision of the United States Government whose standards for Bottled in Bond Whiskies are the highest in the world!



OFFICIAL BONDS



born with the Republic



rare...and beyond compare

The label on the front of each of these Bottled in Bond Kentucky Straight Bourbon Whiskies is *Our Official Bond* that every bottle uniformly represents the best skill, experience and artistry of a famed distiller. Each of these outstanding whiskies has its own distinguishing quality . . . each its host of friends. Ask for these Bonds by name!

EACH 100 PROOF

The Straight Whiskey Distilling Company OF AMERICA, INC., N.Y.





better than mistletoe

**when you give
shirts**

ties

pajamas

sport shirts

by **Van Heusen** 
REG. U. S. PAT. OFF.

It never fails! Christmas gifts with the Van Heusen label make men assert themselves in a very warm and grateful way.

To get closer to your man this Christmas, give him Van Heusen shirts, ties, pajamas, and sport shirts. And then hold still! You'll have to pucker quicker than with mistletoe!

Van Heusen Shirts \$3.50, \$3.95, \$4.95

Van Heusen Ties \$1, \$1.50, \$2

Van Heusen Pajamas \$3.95 to \$8.95

Van Heusen Sport Shirts \$4.95 to \$9.50

Phillips-Jones Corp., New York 1, N. Y.

Makers of Van Heusen Shirts • Ties • Pajamas • Collars • Sport Shirts

ROLLER DERBY



FIVE SKATERS FORM A SYMMETRICAL PATTERN OF TAUT FACES AND POWERFUL STRIDES AT A TENSE MOMENT IN CHICAGO'S COLISEUM — THE START OF A "JAM"

It is a teeth-jarring sport for skaters who race 30 miles every night

To 17 million Americans who occasionally clamp on a pair of roller skates the sport means nothing more than a casual evening at the local rink, gliding along to easy organ rhythms and perhaps taking a harmless pratfall when jounced by an exhibitionist. To the husky young men pictured here, however, it is a highly professional undertaking. They belong to a traveling show called the Roller Derby, and for 11 months a year they and 31 other men and women in the troupe make a living by racing each other around a portable Masonite track in tights and football helmets for 30 miles every night.

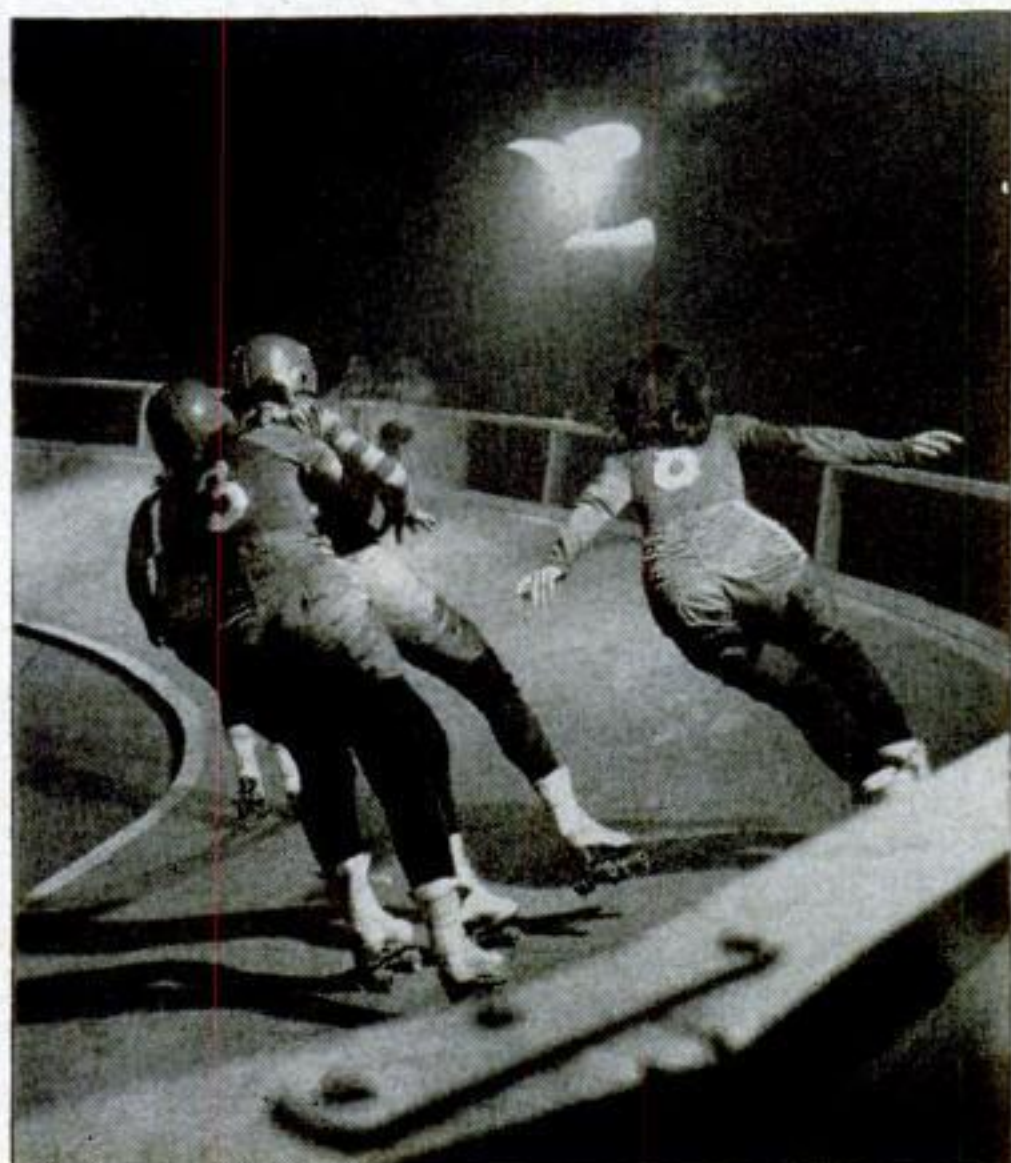
The Roller Derby is a teeth-jarring contest, with enough spills and body contact (*pp. 114, 115*) to gratify even an ice hockey fan. Men's and women's teams (five skaters constitute a team) race for alternate 15-minute periods. Although its current promoter formerly staged dance marathons and Walk-

athons, the rules of this spectacle appear to have been cribbed from six-day bike racing (in which points are awarded for laps stolen during sudden sprints or "jams") and professional wrestling (in which a contestant is allowed to commit almost any violence that will give him an advantage over his opponent). Audiences have already learned to hiss the sport's more clumsy villains, but lady skaters are not ostracized when they kick one another in the face. The hair-pulling which follows provides entertainment even when it appears to have been well rehearsed.

Last week after a 31-day run in Chicago, where these stroboscopic pictures were taken by LIFE Photographer George Skadding, the Roller Derby moved into a Manhattan armory. New York sports fans were delighted with it: during the first five nights of racing three of the contestants wound up in the hospital.



A SKILLFUL SHOULDER BLOCK THROWN BY "FUZZY" BUCHEK (LEFT) FOILS AN ATTEMPT BY VIVIAN JOHNSON (CENTER) TO SLIP BETWEEN TWO SKATERS AND START A JAM.



ILLEGAL HOLDING by girl at left (No. 3) lets partner take lead. Girls' tactics are usually dirtier than men's.



FIGHTING FOR LEAD, Jean Porter (right) outjockeys Shirley Burgess after both successfully slip out of pack.



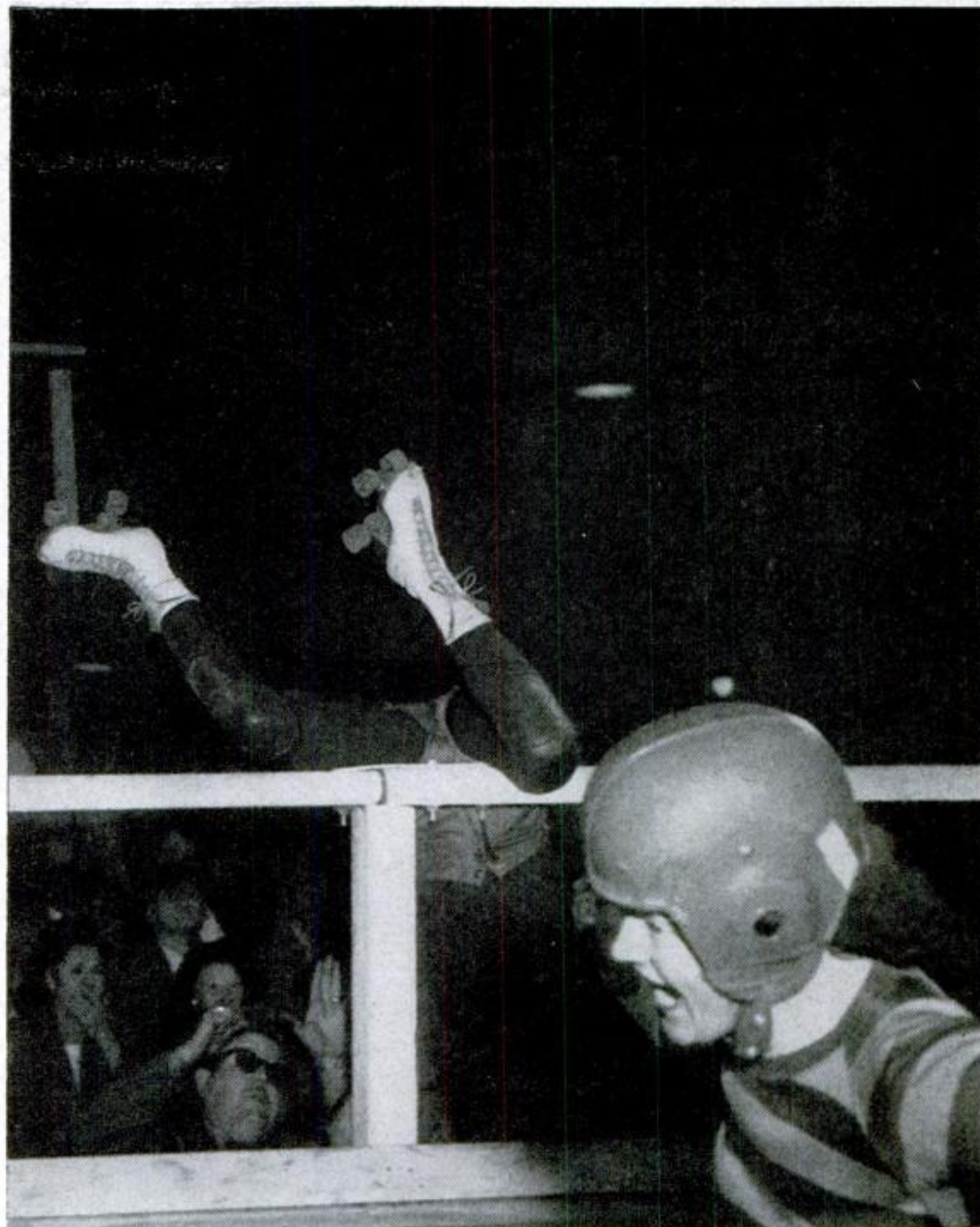
A FIGHT involves "Toughie" Brashun (No. 12), Gerry Murray and a hapless mediator from men's team (No. 13).



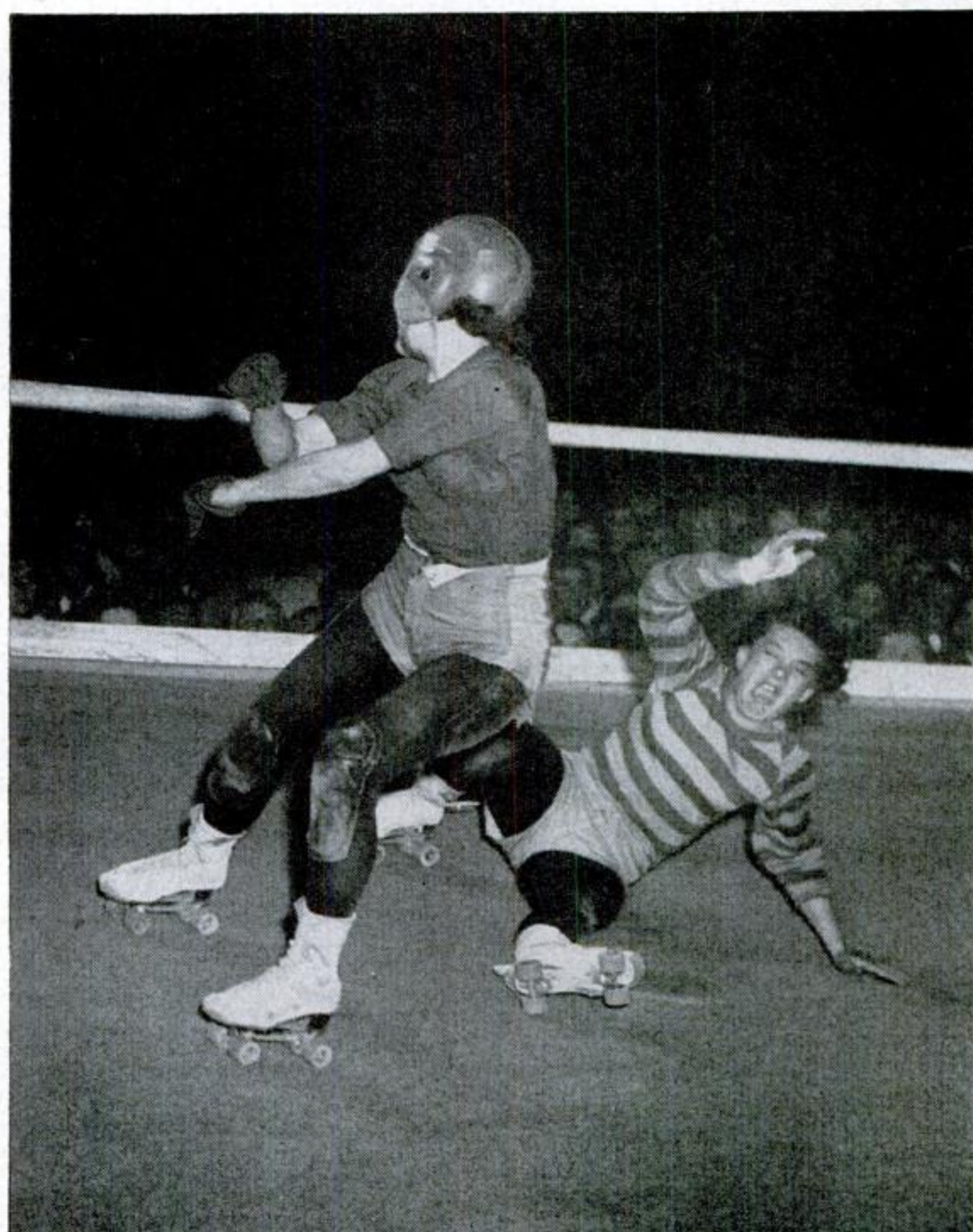
BLOCKING AND BODY CHECKING ARE BOTH LEGAL TACTICS UNDER DERBY RULES



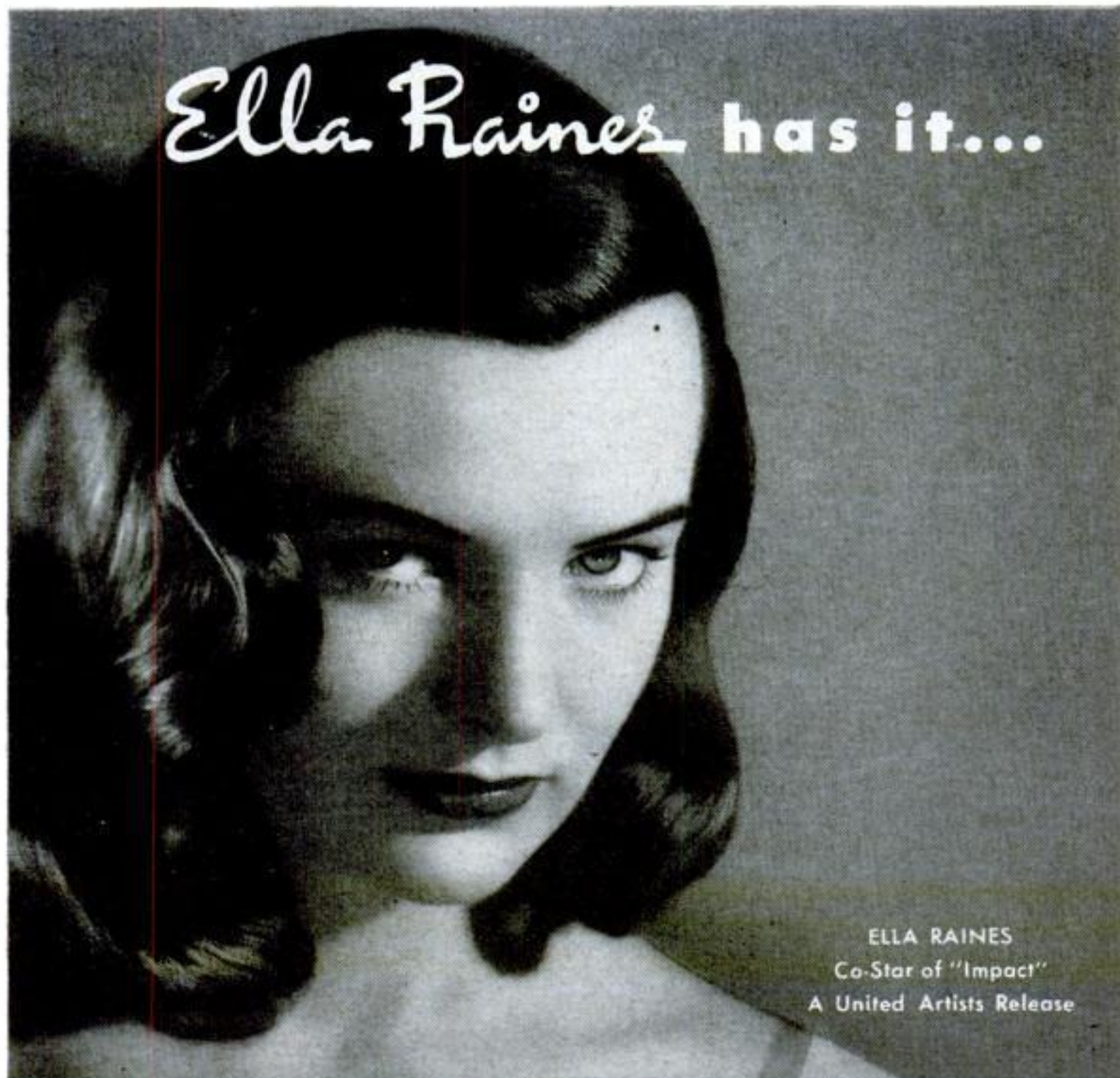
A JARRING PRATFALL is about to be completed by Vivian Johnson, who fell on a turn at 30 mph. Despite pads skaters suffer floor burns when they spill at high speeds.



HURLING OVER THE RAIL, a girl tumbles into spectators' laps following a block by Vivian Johnson (*foreground*). Most skaters have broken bones from such accidents.



A GRIMACE OF DISMAY contorts face of Mary Ciofani as she hits the track with painful thump. Meanwhile her blocker takes a look to make sure she is really down.



Ella Raines has it...

ELLA RAINES
Co-Star of "Impact"
A United Artists Release

NEW HAVEN has it...

"IDEAL" Alarm Clock in **7⁵⁰**
gorgeous gold color. plus tax

"BON VOYAGE"—Thinnest,
lowest priced American-made
Travel Alarm in its field. **7⁹⁵**
plus tax

"HALO" Alarm Clock in **7⁹⁵**
ivory and gold-colored case. plus tax

Beauty that's out of this world!

**NEW HAVEN IS THE STYLE LEADER
IN CLOCKS FOR CHRISTMAS GIVING!**

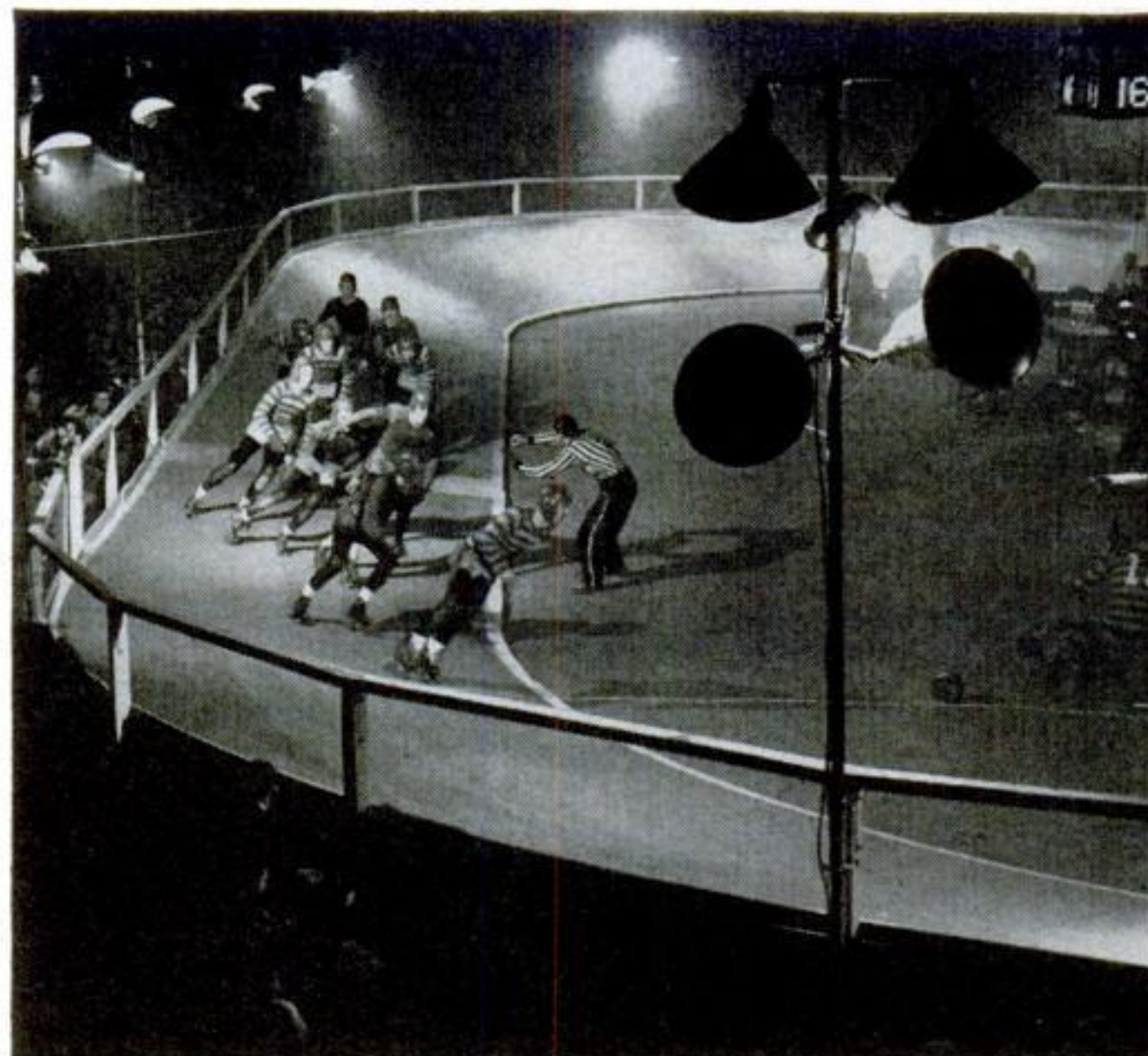
For 131 years, Americans have said a Merry Christmas with the gift of a New Haven Clock. And this year, New Haven timepieces are more wanted than ever . . . combining engineering skill in the proud-and-precise American tradition with streamlined beauty in the 1949 manner! . . . What other gift could look so *luxurious*—and cost so—little?



New Haven Exclusive! The "Vital Nerve Center." Every New Haven clock and watch has this famous patented compensating hair spring to make it keep better time even through many variations of temperature.

THE NEW HAVEN CLOCK AND WATCH COMPANY
NEW HAVEN 4, CONN.
THE RIGHT TIME SINCE 1817

ROLLER DERBY CONTINUED



CALLING A PENALTY, referee (on infield) orders a man skater off track. Tripping and holding send skaters to the penalty box for two to five minutes.



HIP BLOCK used by Bob Lewis (right) keeps Howard Raines from passing. Skaters get 22½% of net gate and split that 60-40 between winners and losers.



KNOCKED OFF THE TRACK, Bill Reynolds shouts complaint. Soon afterward another block left him unconscious and he was through for the night.



FOR HOLIDAY ENTERTAINING

Better Cocktails with less work!



Why do it the hard way? Do it the Heublein way!
 Let "the barman in a bottle" solve your holiday
 entertainment and gift problems the easy, gracious way.
 He offers eight Heublein Cocktails—each correctly
 made of superb liquors by Cocktail Specialists since 1892.
 They are always ready, always right. Just add
 ice and serve. At your local liquor store.
 G. F. HEUBLEIN & BRO., INC., HARTFORD, CONN.



HUGH BLINE—YOUR BARMAN IN A BOTTLE

HEUBLEIN'S Club COCKTAILS

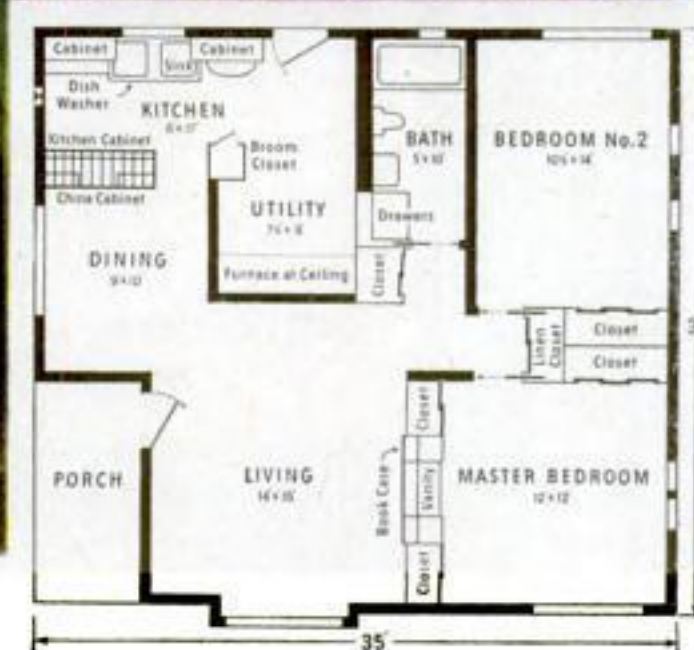


THE LUSTRON HOME

A Heap of Cheerful Living in this New Idea of Home



"Look at all the space!" That's the first thing everyone says on entering the big, bright living room of the Lustron Home. Room measures 14 by 16 feet.



There's nothing like the first Christmas in a home of your own—and we of Lustron are happy to have made this possible for many families this Christmas.

People like this new idea of a house that is actually more fun to live in. They like the cheerful convenience, the light, easy-to-keep-clean brightness of the Lustron Home. They say it brings them "a new standard for living"—in a home of their own at a price they can afford.

Modern American engineering "know-how" is now producing Lustron Homes in ever-increasing numbers. Look for them—and be sure to see the Lustron demonstration home when it is opened for inspection by the Lustron builder-dealer in your community.

LUSTRON CORPORATION, Box 2023A, Columbus 16, Ohio

We've said, "This is the house America is talking about." Here are actual comments made by visitors to Lustron demonstration homes in major cities:

"A lot bigger than we expected." All the rooms are *big* rooms. Both bedrooms take twin beds. Sliding doors on closets and cabinets further increase usable floor area. In all, you get more than 1000 square feet of livable space—and all on one floor.

"Built-in cabinets are wonderful." Every wall in the Lustron Home pays for the space it occupies by being a "working wall" with closets, cabinets, cupboards, or bookshelves. Seven big closets. Ample drawer space, cabinet space in every room.

"Look at the big, beautiful windows." Yes, they are beautiful, and they account

for a lot of the cheerful feeling you have in the Lustron Home. You have your choice of colors, too, in beautiful subdued tones that open a whole new field of color harmony in home decorating.

"So easy to keep clean." Soap, water, and a damp cloth are all the cleaning materials you need. You never have to repaint, redecorate, or reroof this porcelain enameled steel home. Sunlight, salt water, smoke or fumes cannot stain or fade finish. No dust, no dirt from the radiant panel heating system.

"So substantial!" The Lustron Home is a *permanent* home. The strength of steel and the beauty of porcelain enamel are combined into one great new home-building material—and it is precision-engineered to last a lifetime.



Jennifer Jones

Jennifer Jones has been variously voted The Enamel Girl (by dentists), 1947's Most Uncooperative Actress (by a women's press club) and one of Hollywood's most beautiful women. In her biggest films she has been confined by her discoverer and admirer David O. Selznick to simple roles and even simpler costumes—a nun's robe in *The Song of Bernadette* and revealing rags in *Duel in the Sun*. Recently, however, Miss Jones went on a clothes-buying spree in Paris. Her Dior evening coat and gown in this picture establish that she is one of Hollywood's handsomest clotheshorses.

*Served at the Winter Home of
Mrs. Winston Guest
Palm Beach, Florida*



This is the time of year when MRS. WINSTON GUEST takes a breathing spell from her busy social services with the New York Infirmary and other charities, and flies away to Florida for a few weeks of well-earned relaxation.

If You Were to Drop In on Mrs. Guest—

... you would more than likely find her lounging in her flame-vined Palm Beach patio—enjoying the tropical sunshine and the pleasant, friendly companionship of Pabst Blue Ribbon. That ever-faithful, real beer flavor was achieved by 104 years of pioneering in the *Art of Brewing* . . . and the *Science of Blending*.

33 FINE BREWS BLENDED INTO ONE GREAT BEER

**Pabst
Blue Ribbon**



Pabst, Blue Ribbon, and the representation of a blue ribbon, are the registered trade-marks of Pabst Brewing Company. Copr. 1948, Pabst Brewing Co., Milwaukee, Wisconsin



CHICAGO WRITER RUSSELL FINCH TAKES PORTABLE SET TO THE BATH

PORTABLE TELEVISION

A 31-pound set steals a march on the industry

The gentleman shown above luxuriously sprawled in his bathtub is enjoying the newest thing in television—a portable set. (He also is risking electrocution because either a radio or TV set can kill a wet bather if he so much as touches it.) His set, made by the Sentinel Radio Corporation, has a small collapsible antenna, a 7-inch screen, and sells for \$206.90 complete. It is easily transportable (*below*), needs only a socket with alternating current to operate both indoors and out, provides excellent reception which is comparable to that of much more expensive receivers. However at the rate Sentinel is turning out its sets (4,000 a month), it will be some time before the customers can walk into the store and buy them without delay. Another portable set, made by the Pilot Radio Corporation, has a tiny 3-inch screen, sells for only \$99.50.



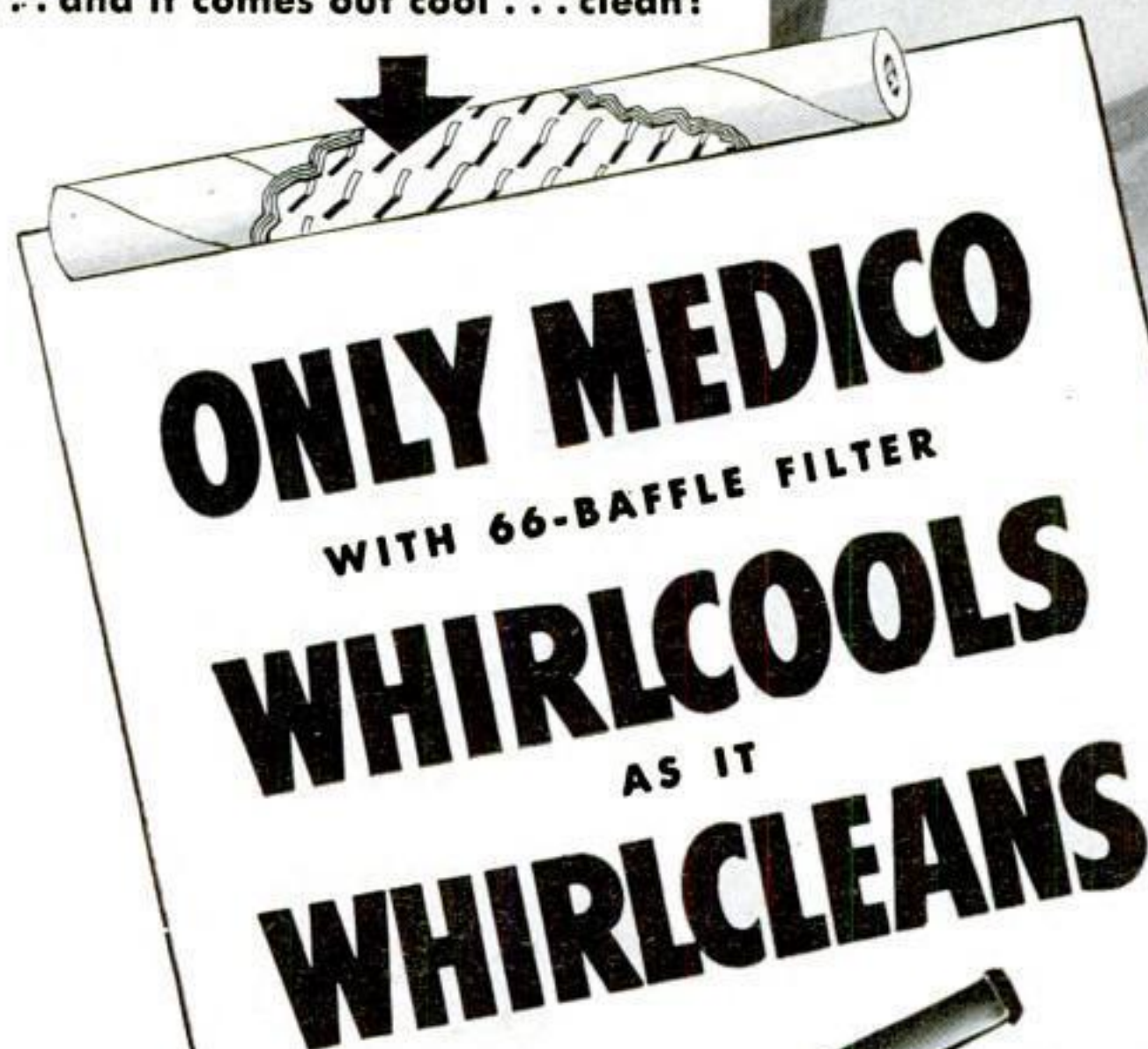
EASY TO CARRY, the Sentinel portable TV set weighs 31 pounds. All this girl needs now to get results is the small antenna and access to some AC current.



Not a hollow tube... but a real filter

Hold these patented filters up to the light and you'll see the 66 baffles that stop slugs... shreds... absorb juices... cut down nicotine.

This magnified X-ray view shows you the interior construction of the absorbent filters that come with Medico pipes and holders. 66 times your smoke goes round and round... and it comes out cool... clean!



FRANK MEDICO V. F. Q. (Very Fine Quality). Handsome rich-grain briar. \$2
With box of 10 filters... \$1

Frank Medico Standard Pipes, still... \$1



Zephyrweight aluminum cigarette holder ejects the stub. Styles for men and pastel shades for women. With 10 filters, handy pouch and gift box... \$2

Frank Medico cigarette and cigar holder in briar. With box of 10 filters \$1

Replace filters when discolored. 10 for 10¢

MEDICO

FILTERED SMOKING



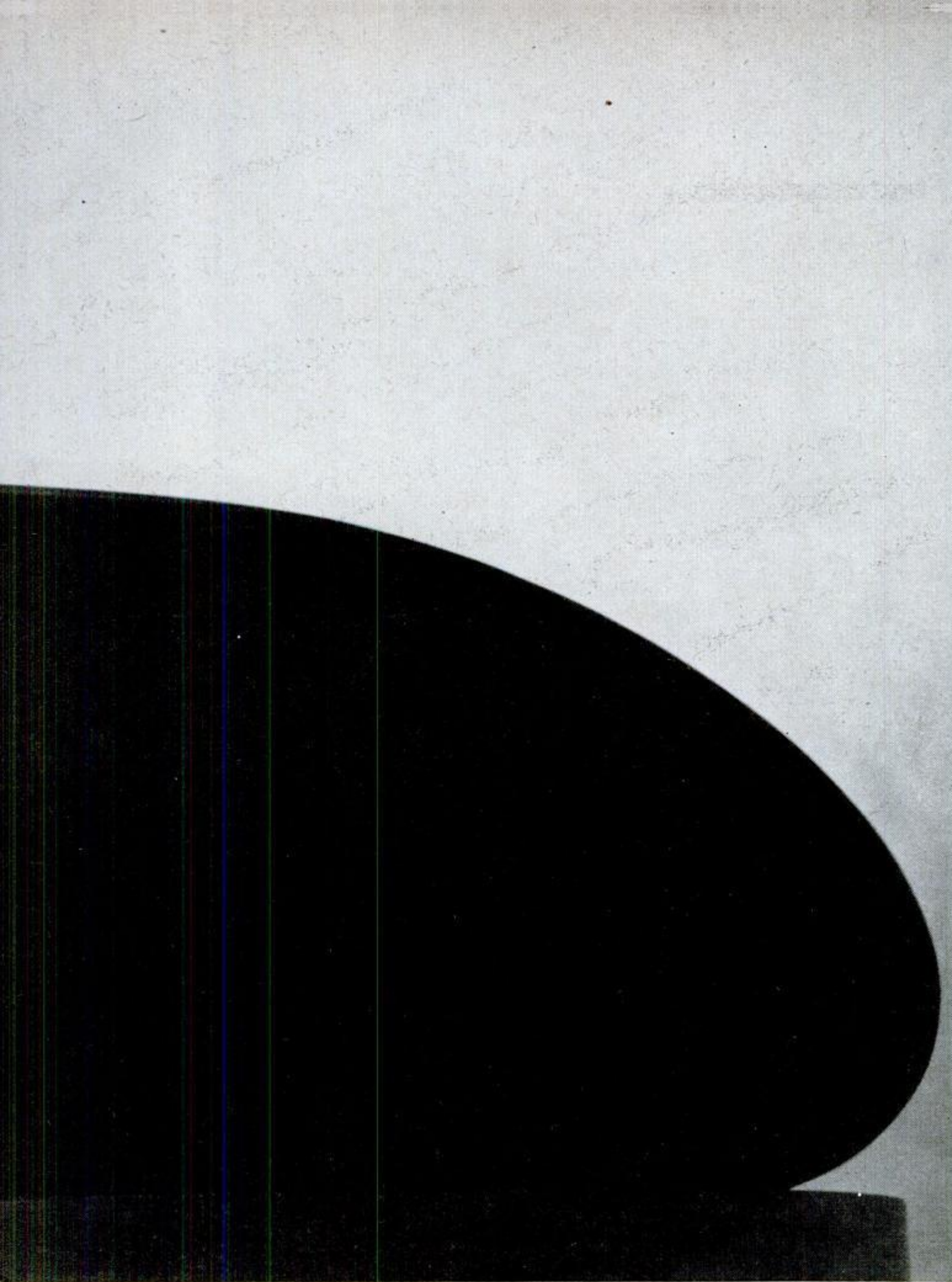


FUNERAL OF GENERAL LECLERC at the Cathedral of Notre Dame in Paris was caught by *Look's* Arthur Rothstein as he crossed the glistening street.

MAGAZINE CAMERA SHOW

The photographs on these six pages are the kind that photographers themselves like best. Selected not by museum directors or editors but by the men who took them, they are among 231 shown last month at the first exhibition of the American Society of Magazine Photographers.

Notable among the photographers' choices were pictures produced in the course of journalistic assignments such as the funeral of General LeClerc (*left*). Portraiture was represented by pictures like that of Stravinsky (*above*). There was a pronounced lack of self-conscious artiness, that is, the sand dunes, the misty glades and the



PORTRAIT OF STRAVINSKY by Arnold Newman required a 10-second exposure. Though exhibited several times it has never been seen by its subject.

Photographers pick samples of their own best professional work

shadowy close-ups of elbows which characterized salon photography in the past. Perhaps the best example of good salon work this year came from abroad. A remarkable picture of girls wading (p. 127), it was exhibited at the London Salon of Photography.

Started as a professional association in 1946, the Society of Magazine Photographers numbers among its members most of the crack cameramen of the U.S. The society has already produced a book (*Photo-Graphic 1949*, Whittlesey House, \$6.95) and its show so pleased the participants that they plan to make it an annual event.

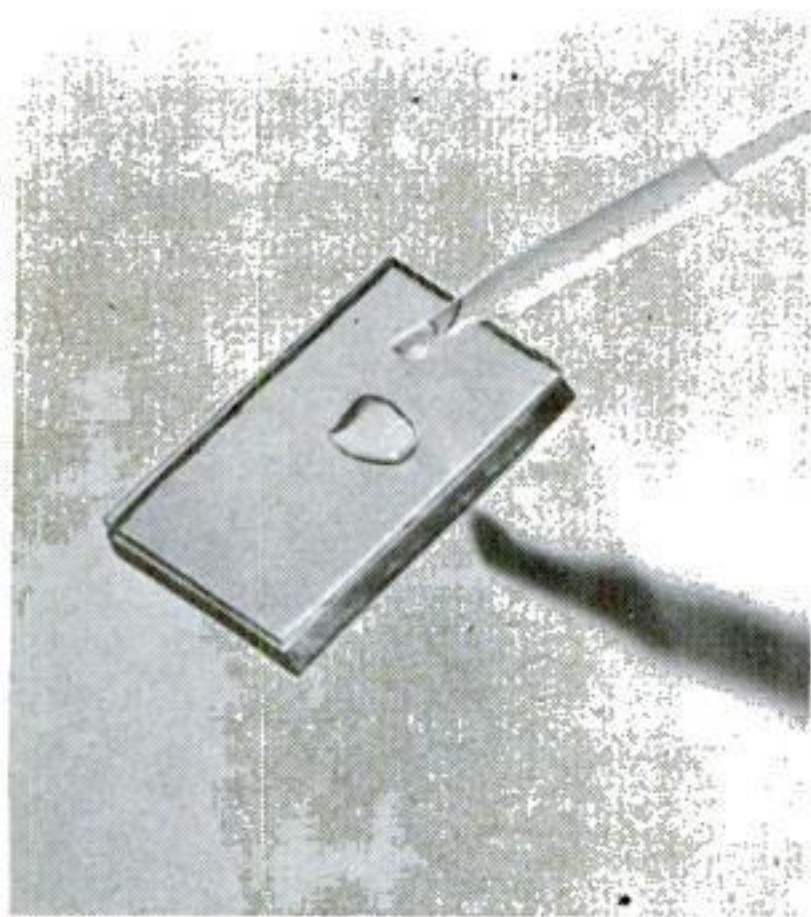


TRUMAN'S TEACHERS, who taught the President in his youth, were photographed by Alfred Eisenstaedt for a LIFE story on President's home town, Independence, Mo.



CATFISHING ON THE OHIO was photographed by Ollie Atkins for the *Saturday Evening Post*. Foreground is illuminated by the fisherman's gas lantern.





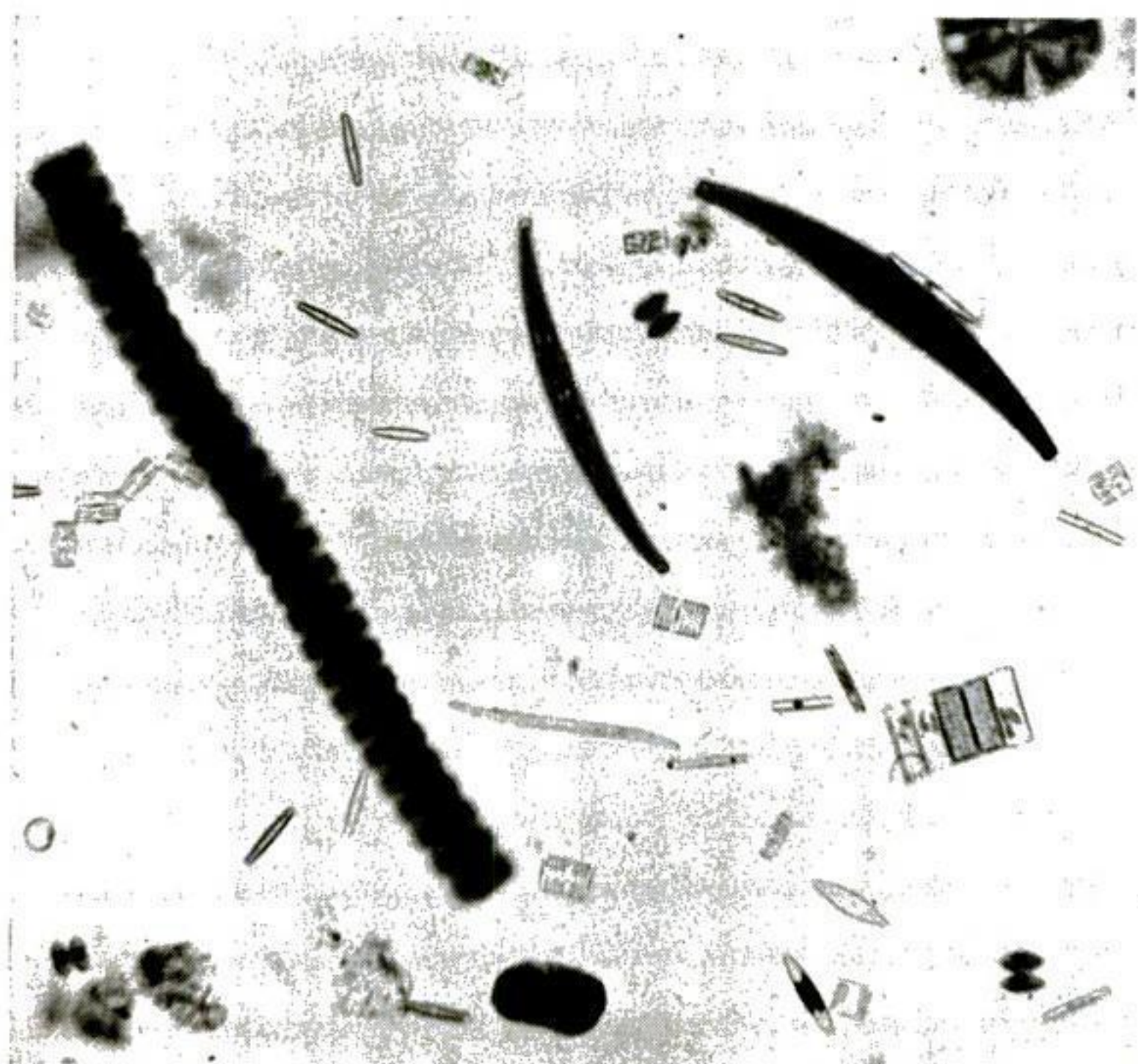
A DROP of pond water which looks clear to the eye may contain thousands of organisms.

LIFE IN A DROP OF WATER

A microscopic world teems with odd plants, animals

Within a drop of clear water taken from a pond or lake, a multitude of strange plants and animals teem in a prolific world of their own. A single drop may contain thousands of the tiny organisms, many of them too small to be seen with an ordinary microscope. The photomicrographs below and at right, made by Photographer Eric Schaal and Dr. W. Randolph Taylor at the Marine Biological Laboratory in Woods Hole, Mass., show only a few but illustrate their amazing diversity and the delicate symmetry of their structure and markings.

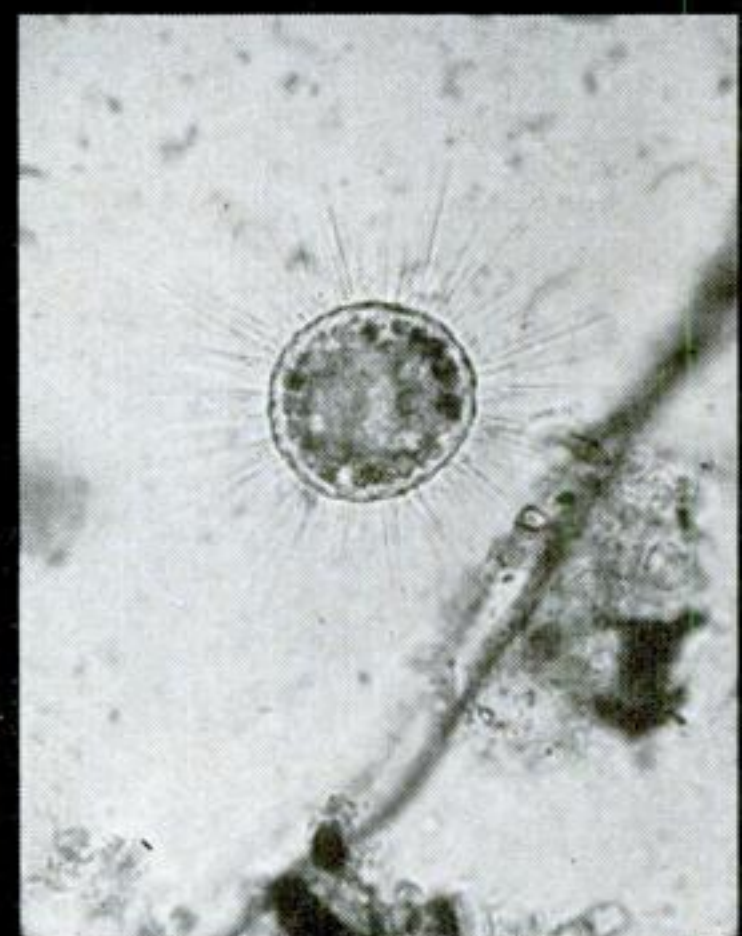
These tiny plants and animals provide scientists with one of their best means of studying the fundamental processes of life. Living in water, a type of environment which has changed very little in many millions of years, they represent life in a simple and primitive form. Like the trees and other vegetation of the visible world, the microscopic plants get their food through a process called photosynthesis—the utilization of the sun's energy to convert carbon dioxide and water into sugars and starches. Just as cows live by eating grass and other soil-spawned vegetation, the microscopic animals of the aquatic world live by eating their plant neighbors. From a study of photosynthesis and these other fundamental manifestations of life, the scientists are not only increasing their knowledge of nutrition but are working toward the artificial creation of food itself.



MAGNIFIED 250 TIMES, the 100th part of a drop of water reveals a wide variety of strangely shaped organisms. Present but invisible are hundreds of smaller organisms.



STENTOR VIRIDIS



ACTINOPHRYS SOL



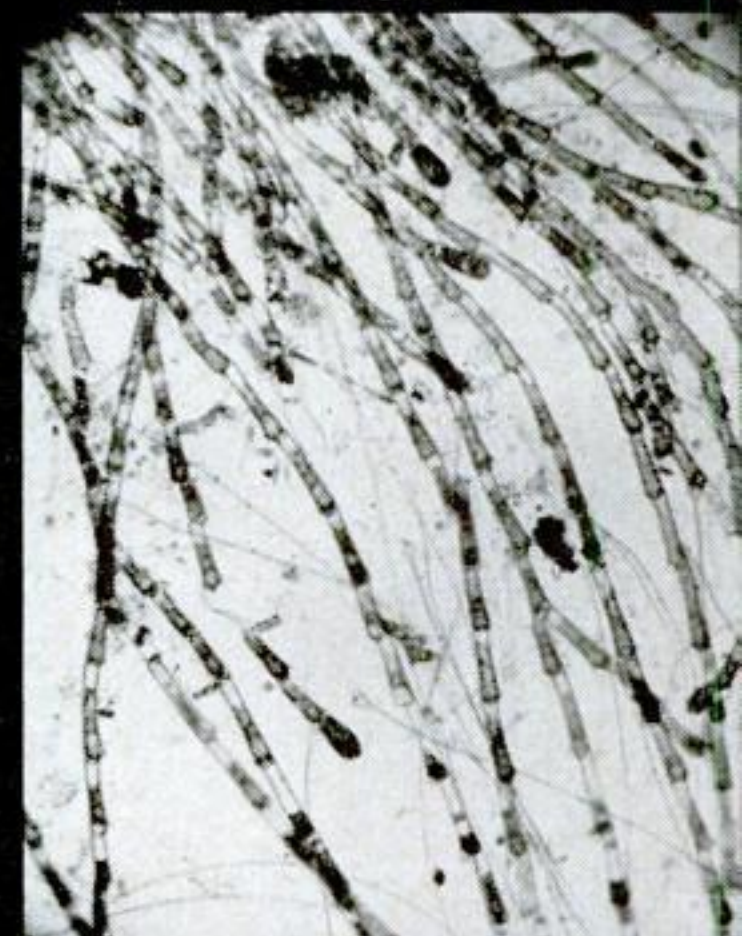
MICROCYSTIS AERUGINOSA



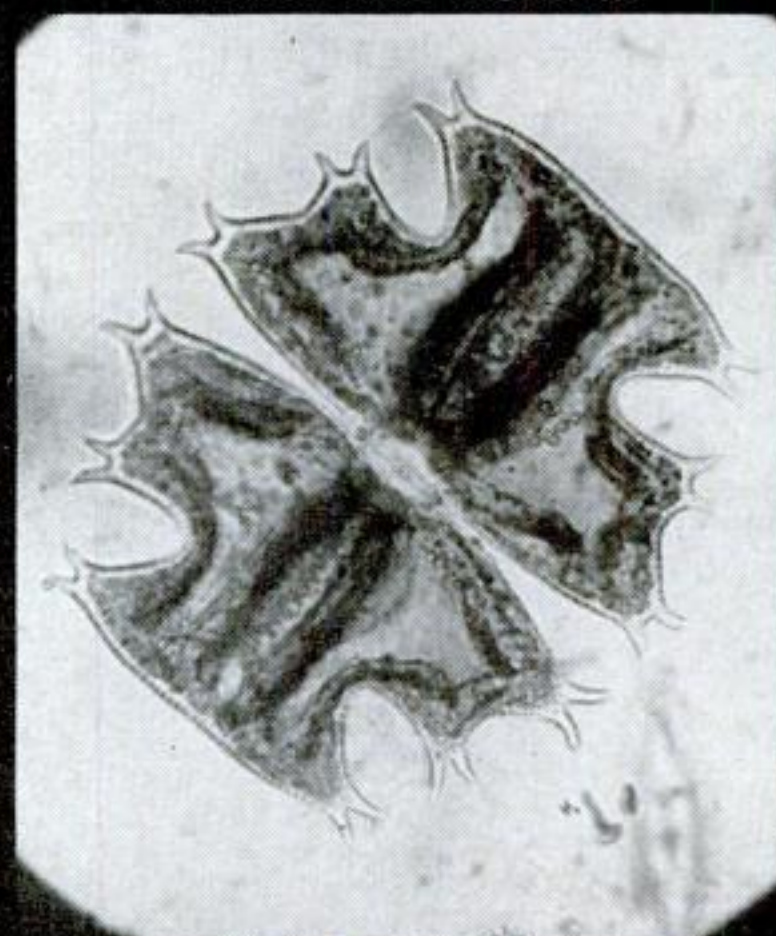
NAVICULA



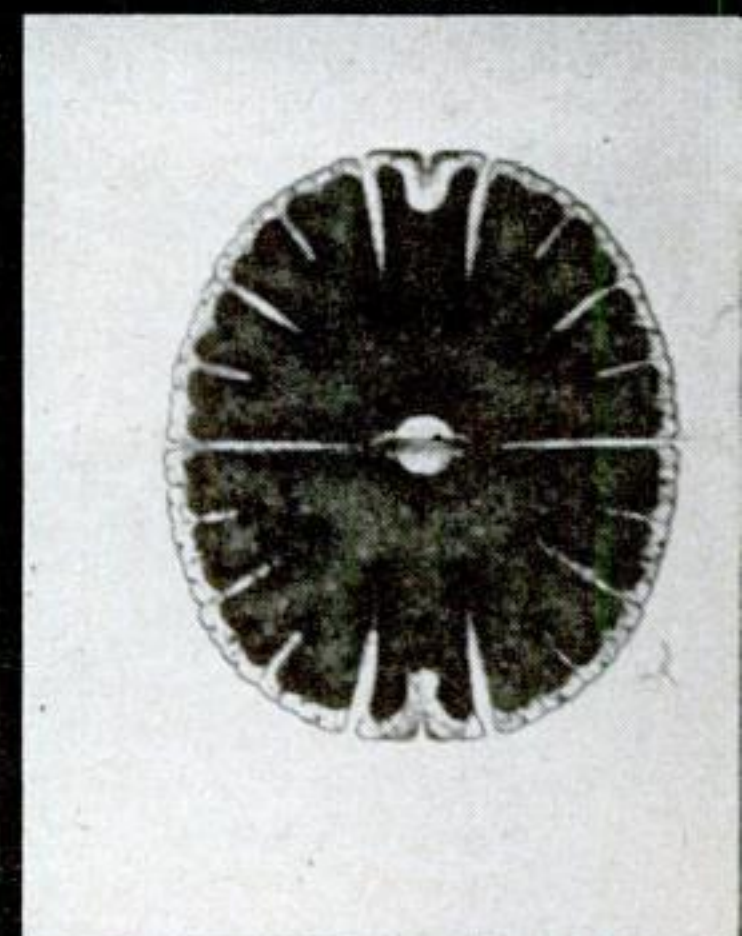
MICRASTERIAS TRUNCATA



BULBOCHAETE



DESMIDIUM DEPAUPERATA



MICRASTERIAS DENTICULATA

MICROSCOPIC LIFE in a single drop of fresh water might include the two animals (top row, left) and 22 plants shown above. The organisms, which are identified by their



GIRLS WADING, with sunlight playing on leaves and water, was posed by Photographer Yvonne Gregory at a private lake in Norfolk, England, and was shown in September in the 39th Annual Exhibition of the London Salon of Photography.

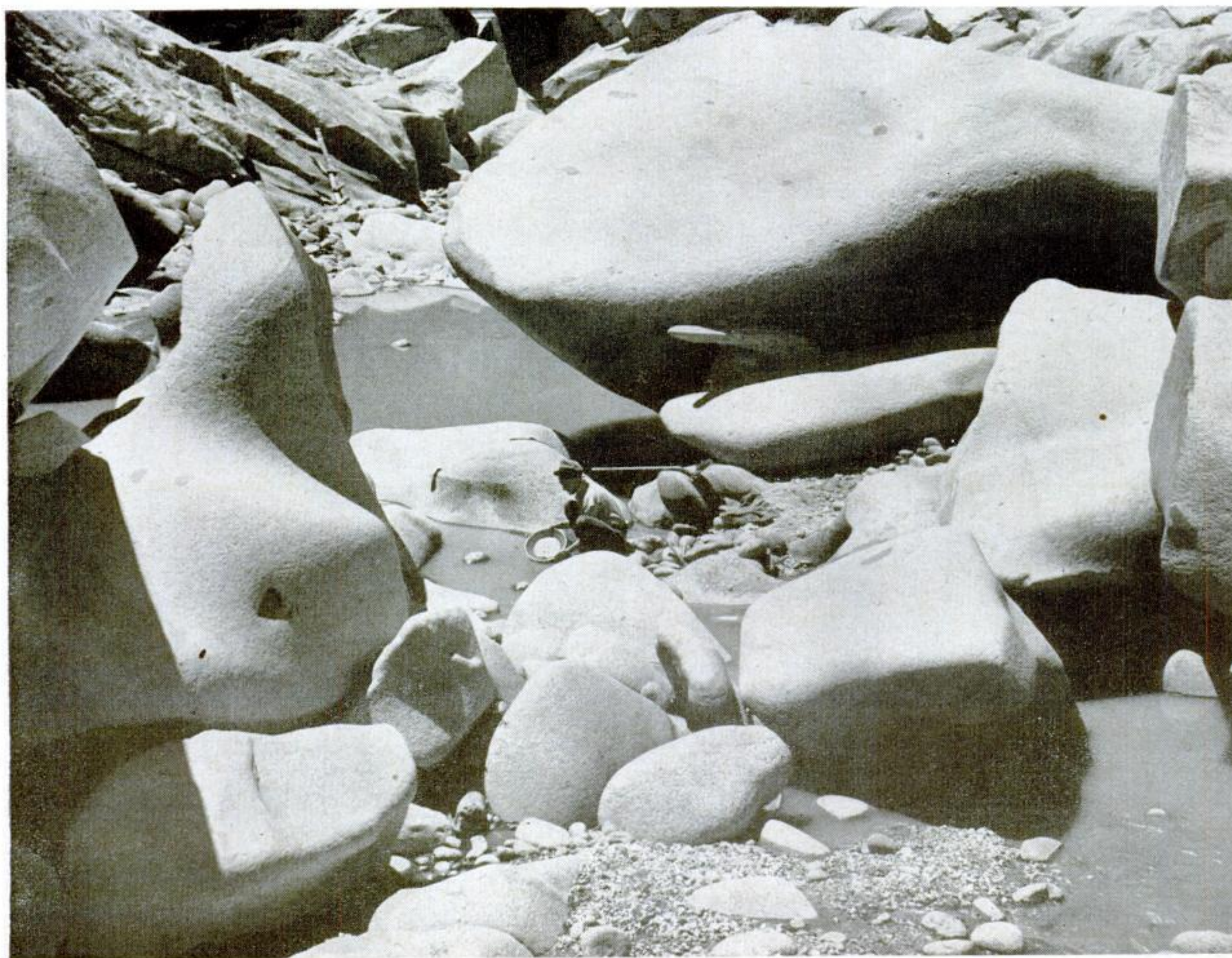


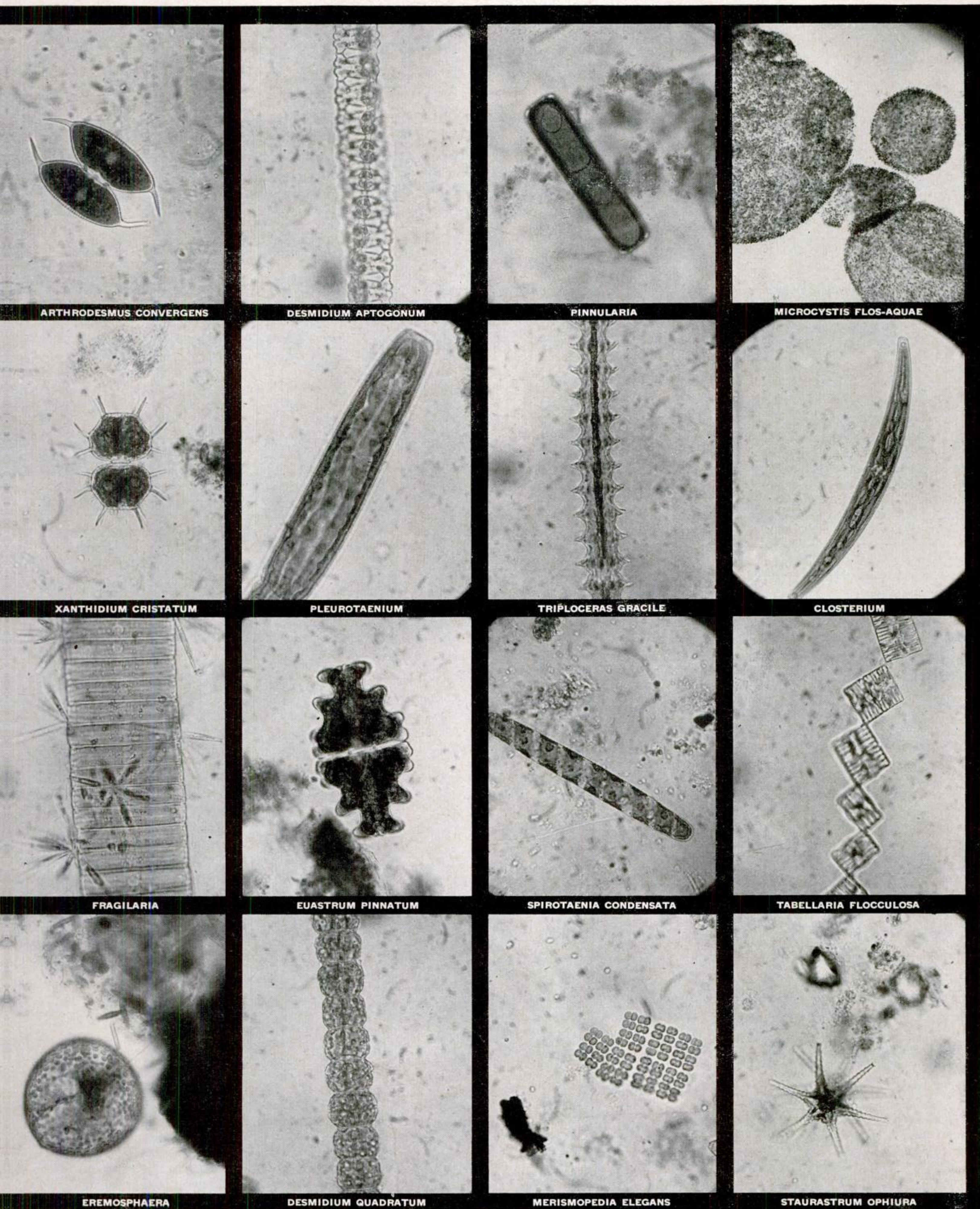
GIBBONS DRINKING were caught by Photographer Lilo Hess as they drank from a lake in New York's Bronx Zoo. Gibbons are extremely vicious and a zoo keeper had to stand by with a large stick while Miss Hess was taking her picture.

GREATER NEW YORK (*left*), an ironical view of a forest of tombstones which seems to blend into the skyline in the background, was taken from above Calvary Cemetery in Queens by Martin Munkacsi. Chrysler Building (*center*) is about 2½ miles away.

BALLET SCENE (*right*) from *Rouge et Noir* was taken by Richard Tucker, who specializes in ballet photography. Tucker shot this moment of the Ballet Russe from the prompter's box at the Metropolitan Opera House and used only the regular stage lighting.

PANNING FOR GOLD (*below*) was photographed by George Leavens for *Colliers* amid the strange, billowing shapes of glacier-worn rocks in the High Sierras of California. The brilliant sunlight is caught in sharp reflection from the prospector's pan (*center*).





Latin botanical names, are not all magnified to the same degree. They range from the *Microcystis* cells, which are 1/5,000 of an inch in diameter, to *Micrasterias denticulata*,

which can almost be seen with the naked eye. Because the animalcules live by eating the plants, the proportion between them is a guarantee the animals will have enough food.

EISENHOWER'S CRUSADE IN EUROPE

**"Life" presents some high lights from the book: The most remarkable guess of the war . . .
Patton's thoughts on dismissing 80 officers for cowardice . . . A weather miracle on D-day . . .
Why the Allies did not take Berlin . . . How Zhukov was persuaded to think for himself . . .**

by DWIGHT D. EISENHOWER

AT the time of my first visit to London, in May 1942, no detailed study of tactical plans for an invasion of the coast line of northwestern Europe had been made. In general terms I was thinking of an assault to be launched early in 1943, conducted during its initial stages by British troops supported by possibly ten or twelve American divisions. This general idea presupposed the existence in England of an air force capable with some reinforcement of carrying out the preliminary and supporting action that we believed to be necessary. It presupposed, also, British capacity for assisting materially in the quick delivery of all the amphibious equipment we would need, and, of course, contemplated the regular arrival of new divisions from the United States in sufficient strength to support the attack constantly and to enlarge the operations against the enemy.

With these general ideas in mind but with no detailed studies upon which to make a firm conclusion I went to an informal meeting with the British Chiefs of Staff. Speaking as an American planner assigned to the War Department in Washington, and with no idea that I would later be assigned to Britain, I said in substance, "The first thing to do is to name a commander for the operation.

That man must be given every bit of power that both governments can make available to him. He must be directed to plan for an invasion of Europe on the basis that it will certainly be successful, at least to the extent of establishing on the Continent a solid front capable of carrying out effective operations against the German."

The first question asked me was, "And who would you name as commander of this expedition?"

Still thinking of an operation in early 1943, when the British would necessarily provide the major portion of the forces during initial stages, I replied, "In America I have heard much of a man who has been intensively studying amphibious operations for many months. I understand that his position is Chief of Combined Operations, and I think his name is Admiral Mountbatten. Anyone will be better than none; such an operation cannot be carried out under committee command. But I have heard that Admiral Mountbatten is vigorous, intelligent, and courageous, and if the operation is to be staged initially with British forces predominating I assume he could do the job."

My remarks were greeted with an amazed silence. Then General Brooke said, "General, pos-

sibly you have not met Admiral Mountbatten. This is he sitting directly across the table from you." My failure to recognize him when I entered the meeting and my later personal remarks about him naturally caused a moment of embarrassment. Nevertheless, I stuck to my guns and retorted, "I still say that the key to success is to appoint a commander and give him the necessary authority and responsibility to carry out the planning and preparatory work that otherwise will never be done."

The meeting was merely for an exchange of ideas and nothing was done. Almost needless to add, however, from then on Admiral Lord Louis Mountbatten was my warm and firm friend.

Churchill—"difficult indeed to combat"

DURING the war Mr. Churchill maintained such close contact with all operations as to make him a virtual member of the British Chiefs of Staff; I cannot remember any major discussion with them in which he did not participate.

An inspirational leader, he seemed to typify Britain's courage and perseverance in adversity and its conservatism in success. He was a man of extraordinarily strong convictions and a master in argument and debate. Completely devoted to winning the war and discharging his responsibility as Prime Minister of Great Britain, he was difficult indeed to combat when conviction compelled disagreement with his views. In most cases problems were solved on a basis of almost instant agreement, but intermittently important issues arose where this was far from true. He could become intensely oratorical, even in discussion with a single person, but at the same time his intensity of purpose made his delivery seem natural and appropriate. He used humor and pathos with equal facility, and drew on everything from the Greek classics to Donald Duck for quotation, cliché, and forceful slang to support his position.

I admired and liked him. He knew this perfectly well and never hesitated to use that knowledge in his effort to swing me to his own line of thought in any argument. Yet in spite of his strength of purpose, in those instances where we found our convictions in direct opposition, he never once lost his friendly attitude toward me when I persisted in my own course, nor did he fail to respect with meticulous care the position I occupied as the

EISENHOWER'S COMMENTS ON SOME GREAT FIGURES OF THE WAR



CHURCHILL: A master in argument and debate . . . difficult . . . to combat when conviction compelled disagreement with his views. . . . [He] drew on everything from Greek classics to Donald Duck.

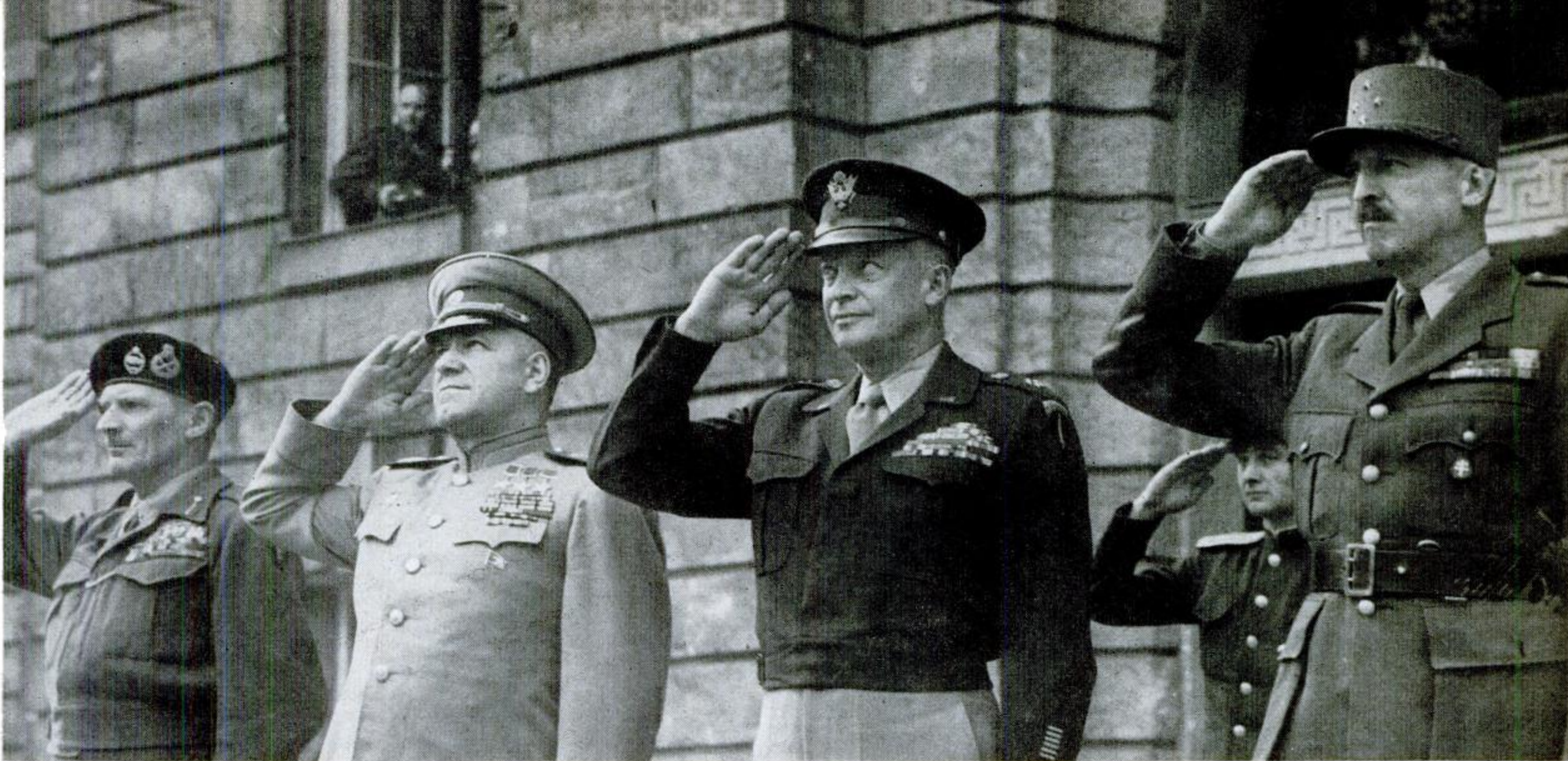
ROOSEVELT: His optimism [amounted] almost to lightheartedness. . . . Much of his comment dealt with the distant future, the post-hostilities tasks. . . . I was struck with his phenomenal memory.



PATTON: [He had] a flair for the dramatic. . . . Many men who believed they knew him well never penetrated past the shell of his showmanship in which he . . . carefully clothed himself. . . . Essentially a shrewd battle leader.



STALIN: He evinced great interest in the achievements of America. He repeated that it was necessary for Russia to remain friends with the U.S.



WITH BRITAIN'S MONTGOMERY, RUSSIA'S ZHUKOV AND FRANCE'S KOENIG, EISENHOWER MET IN BERLIN TO ATTEMPT PEACEFUL FOUR-POWER RULE OF GERMANY

senior American officer and, later, the Allied commander in Europe. Some of the questions in which I found myself, at various periods of the war, opposed to the Prime Minister were among the most critical I faced, but so long as I was acting within the limits of my combined directive he had no authority to intervene except by persuasion or by complete destruction of the Allied concept. Nevertheless, in countless ways he could have made my task a harder one had he been anything less than big, and I shall always owe him an immeasurable debt of gratitude for his unfailing courtesy and zealous support, regardless of his dislike of some important decisions. He was a great war leader and he is a great man.

George Patton—a "flair for the dramatic"

I NOTIFIED General Marshall of my desire to have General Patton command the Casablanca expedition and within a short time George reported to me in London, where he was thoroughly briefed on his portion of the plan. Hardly had he returned to Washington before I received a message stating that he had become embroiled in such a distressing argument with the Navy Department that serious thought was being given to his relief from command. Feeling certain that the difficulty, whatever its nature, was nothing more than the result of a bit of George's flair for the dramatic, I protested at once, suggesting that if his personality was causing any difficulty in conferences the issue could be met by sending him out with his troops and allowing some staff member to represent him in the completion of planning details. In any event the matter was passed over.

I well know that Patton delighted to startle his hearers with fantastic statements; many men who believed they knew him well never penetrated past the shell of showmanship in which he constantly and carefully clothed himself. But he was essentially a shrewd battle leader who invariably gained the devotion of his subordinates. From early life his one ambition was to be a successful battlefield commander.

All the mannerisms and idiosyncrasies he developed were of his own deliberate adoption. One of his poses, for example, was that of the most hard-boiled individual in the Army. Actually he was so soft-hearted, particularly where a personal friend was concerned, that it was possibly his greatest fault. Later in the war he once vehement-

ly demanded that I discharge eighty of his officers because, as he said, of inefficiency and timidity bordering on cowardice. He was so exercised and so persistent that I agreed, contingent upon his sending me a report in writing. Apparently astonished by my acquiescence, he began postponing from week to week, on one excuse or another, the submission of his list. Finally he confessed, rather sheepishly, that he had reconsidered and wanted to discharge no one.

A talk with Roosevelt at Casablanca

In January 1943, before the campaign in North Africa was finished, President Roosevelt came to General Eisenhower's theater for the Casablanca Conference:

IN the early evening the President sent word that he would like to see me alone. This was one of several intimate and private conversations I had with Mr. Roosevelt during the war. His optimism and buoyancy, amounting almost to lightheartedness, I attributed to the atmosphere of adventure attached to the Casablanca expedition. Successful in shaking loose for a few days many of the

burdens of state, he seemed to experience a tremendous uplift from the fact that he had secretly slipped away from Washington and was engaged in a historic meeting on territory that only two months before had been a battleground. While he recognized the seriousness of the war problem still facing the Allies, much of his comment dealt with the distant future, the post-hostilities tasks, including disposition of colonies and territories.

He speculated at length on the possibility of France's regaining her ancient position of prestige and power in Europe and on this point was very pessimistic. As a consequence, his mind was wrestling with the questions of methods for controlling certain strategic points in the French Empire which he felt that the country might no longer be able to hold.

We went over in detail the military and political developments of the preceding ten weeks; he was obviously and outspokenly delighted with the progress we had made. However, when I outlined some of the possibilities for reverses that the winter held for us, his manner indicated that he thought I took this too seriously. President Roosevelt's estimate of the final collapse was, in my opinion, too sanguine by many weeks. Under

CONTINUED ON NEXT PAGE

SOME IMPORTANT COMMENTS ON EISENHOWER'S MEMOIRS

General Eisenhower's book, from which the following high lights have been taken, was chosen by the Book-of-the-Month Club and has also been serialized in 140 newspapers here and abroad. It has aroused intense interest everywhere.

LONDON SUNDAY TIMES: "One is forced to the conclusion . . . that General Eisenhower considers that the war was really won by America, that every American view was right, every British idea wrong. . . . History will record that the invasion of Southern France was a strategic blunder of the first magnitude, and that it was an American blunder. . . . With a proper plan we could have been in Berlin, Prague and Vienna before the Russians."

CHURCHILL'S CHIEF OF STAFF, General Lord Ismay: "Eisenhower was convinced [that his] strategy was preferable to [that] advocated by . . . Montgomery. . . . Only history can decide which was correct."

ROBERT E. SHERWOOD, author of *Roosevelt and Hopkins*: "[Eisenhower] is not afraid to face up to cer-

tain mistakes that he made (the eternal record proves that these mistakes were few in number and confined largely to political problems). . . . [He] could see the importance of political angles in the strategy of the war. But . . . his responsibility was military."

FLETCHER PRATT, U.S. military historian: "It is precisely around the points where the general is most frank and illuminating that historical difficulties are likely to develop. . . . Eisenhower always made his decisions on the purest, even the narrowest military grounds. . . . The general . . . indulges in no recriminations. . . . If *Crusade in Europe* raises issues, it also settles them, and unless General Grant objects, it can be set down as the best piece of military reminiscence by an American."

PRESIDENT TRUMAN said that what Eisenhower wrote about his saying in 1945 that he would support the general for the presidency was true. He then said that Eisenhower had left out something else, that he (Truman) would not mind running as the general's mate—for the vice-presidency.



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Gold Filled. Ask your jeweler to
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Forstner jewelry gifts. Beautifully
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A MEDAL FROM ROOSEVELT was Eisenhower's reward for victory in Africa. The President, en route to Cairo Conference, gave him Legion of Merit.

CRUSADE IN EUROPE CONTINUED

his insistence that I name a date I finally blurted out my most miraculous guess of the war. "May 15," I said.*

I found that the President, in his consideration of current African problems, did not always distinguish clearly between the military occupation of enemy territory and the situation in which we found ourselves in North Africa. He constantly referred to plans and proposals affecting the local population, the French Army, and governmental officials in terms of orders, instructions, and compulsion. It was necessary to remind him that from the outset we had operated under policies requiring us to gain and use an ally. He, of course, agreed—but he nevertheless continued, perhaps subconsciously, to discuss local problems from the viewpoint of a conqueror. It would have been so much easier for us could we have done the same!

The President was hopeful of a quick settlement of the French political situation through a reconciliation between Giraud and De Gaulle, feeling that he could convince both that the best interests of France would be served by their joining forces. During the conversation, which turned frequently to the personal, I was struck with his phenomenal memory for detail. He recalled that my brother Milton had visited Africa and he told me the reasons why he had assigned Milton to the OWI, which was headed by Elmer Davis. He repeated entire sentences, almost paragraphs, from the radiogram I had sent home to explain the Darlan matter and told me the message had been most useful in calming fears that all of us were turning Fascist.

"The war became for me a crusade. . . ."

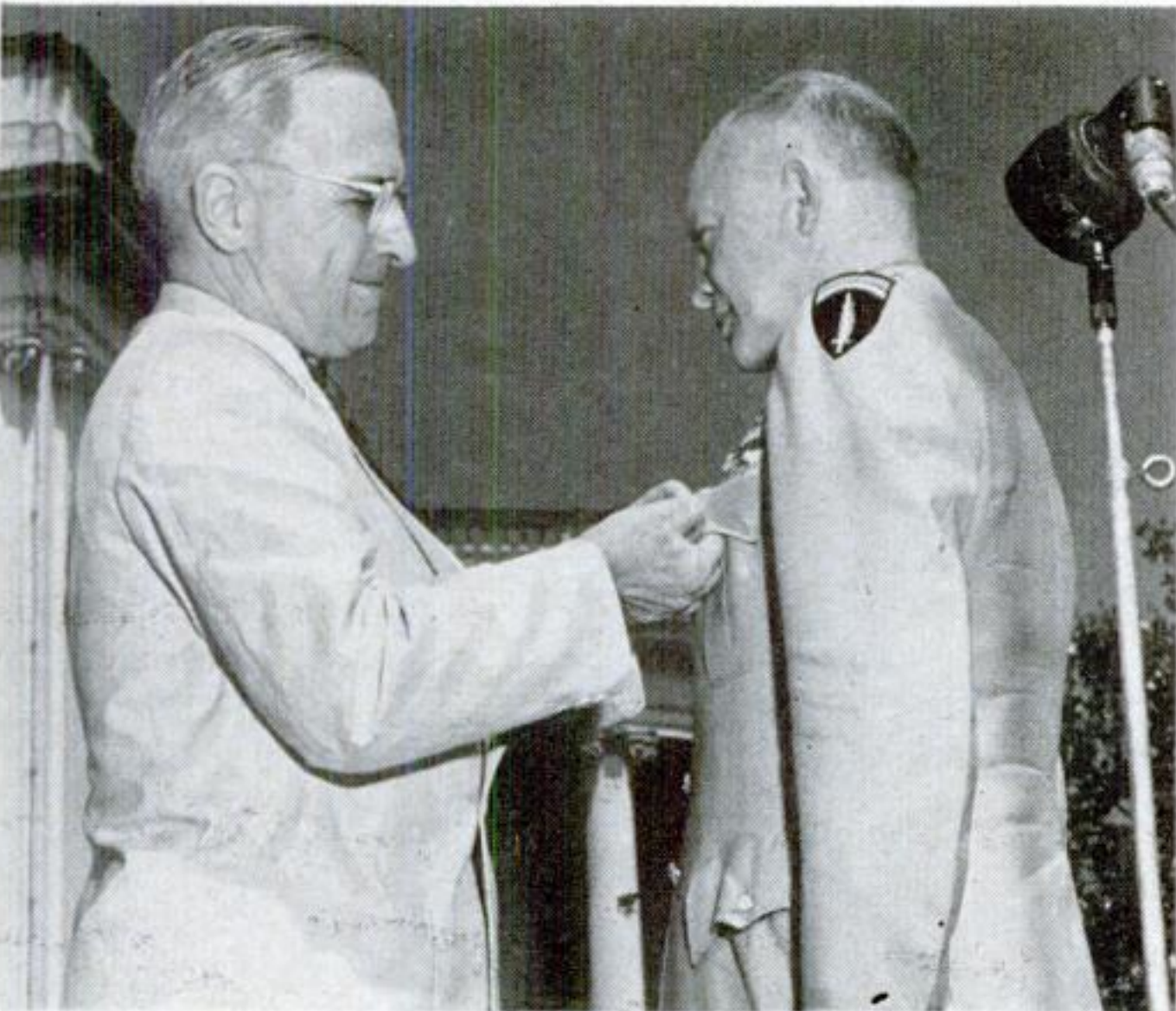
The surrender of all German troops in North Africa posed a new problem in military protocol for General Eisenhower:

VON ARNIM surrendered the German troops, and Field Marshal Messe, in nominal command of the whole force, surrendered the Italian contingent. When Von Arnim was brought through Algiers on his way to captivity, some members of my staff felt that I should observe the custom of bygone days and allow him to call on me.

The custom had its origin in the fact that mercenary soldiers of old had no real enmity toward their opponents. Both sides fought for the love of a fight, out of a sense of duty or, more probably, for money. A captured commander of the eighteenth century was likely to be, for weeks or months, the honored guest of his captor. The tradition that all professional soldiers are really comrades in arms has, in tattered form, persisted to this day.

For me World War II was far too personal a thing to entertain such feelings. Daily as it progressed there grew within me the conviction that as never before in a war between many nations the forces that stood for human good and men's rights were this time confronted by a completely evil conspiracy with which no compromise could be tolerated. Because only by the utter destruction of the Axis was a decent world possible, the war became for me a crusade in the traditional sense of that often misused word.

*Hostilities ended in North Africa on May 12, 1943—Ed.



A MEDAL FROM TRUMAN climaxed Eisenhower's return to Washington in 1945. The award: an oak-leaf cluster to his Distinguished Service Medal.

In this specific instance, I told my Intelligence officer, Brigadier Kenneth Strong, to get any information he possibly could out of the captured generals but that, as far as I was concerned, I was interested only in those who were not yet captured. None would be allowed to call on me. I pursued the same practice to the end of the war. Not until Field Marshal Jodl signed the surrender terms at Reims in 1945 did I ever speak to a German general, and even then my only words were that he would be held personally and completely responsible for the carrying out of the surrender terms.

First discussion of Overlord command

En route to conferences at Cairo and Teheran in the fall of 1942 President Roosevelt, accompanied by General Marshall and Admiral King, stopped off in Tunisia. It was at this time that discussions were going on about a commander for Overlord, the cross-Channel invasion of Europe. General Eisenhower took the President to inspect some of the battlefields of the recently concluded North African campaign:

I WANDERED off to inspect some burnt-out tanks while the President and his Wac driver had their lunch. When I returned he remarked, "Ike, if, one year ago, you had offered to bet that on this day the President of the United States would be having his lunch on a Tunisian roadside, what odds could you have demanded?" This thought apparently directed his mind to the extraordinary events of the year just past. He told me, first, what a disappointment it had been to him that our African invasion came just after, instead of just before, the 1942 elections. He told of instances of disagreement with Mr. Churchill, but earnestly and most emotionally said, "No one could have a better or sturdier ally than that old Tory!" Mr. Roosevelt seemed to be enjoying himself sincerely, but his reminiscences were interrupted by a Secret Service man who approached to say, "Mr. President, we've been here longer than I like. We should go on now." The President grinned and said to me, "You are lucky you don't have the number of bosses I have."

To give General Marshall and Admiral King some release from the restrictions that inevitably accompany travel with a presidential party I invited the two of them to stay at my little cottage in Carthage. Both were outspokenly delighted to have the opportunity for a quiet evening. In a before-dinner conversation Admiral King brought up the subject of future command of Overlord. He said that in early discussions between the President and the Prime Minister it had apparently been agreed that a British officer would be named to the post, possibly because an American was already commanding in the Mediterranean. Later, when the President came to realize that American strength in Overlord would eventually predominate over British, he decided that public opinion would demand an American commander. He so informed the Prime Minister, who agreed although the agreement cost him some personal embarrassment because he had already promised Alan Brooke the command.

The President had tentatively decided, King said, to give the Overlord command to Marshall, against the urgent and persistent



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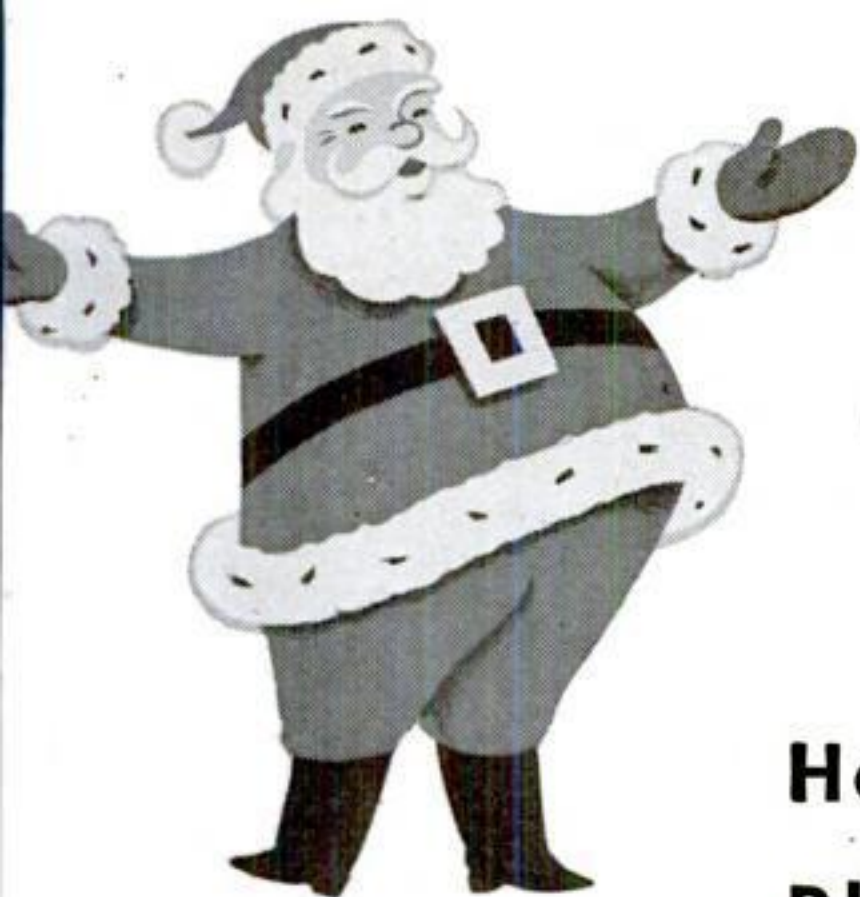


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Your Philco dealer has a wide variety of Philco radio-phonographs and radios... priced from \$129.95* for radio-phonograph combinations and from \$19.95* for radios. This Christmas, accept no less, buy Philco.

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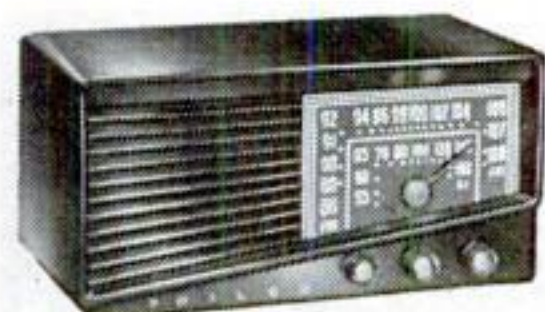
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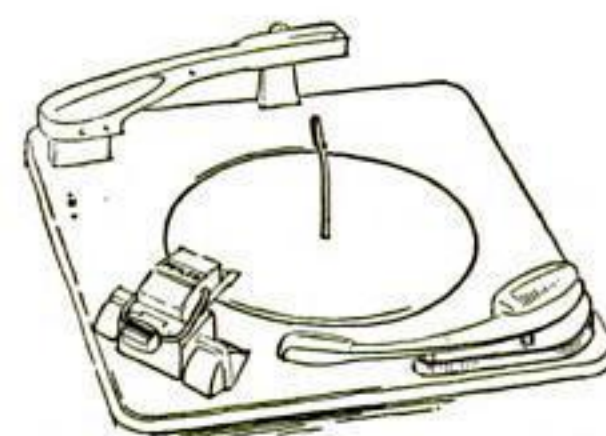
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President

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CRUSADE IN EUROPE CONTINUED

advice of King and others who dreaded the consequences of Marshall's withdrawal from the Combined Chiefs of Staff.

During the admiral's explanation General Marshall remained completely silent; he seemed embarrassed. Admiral King was generous enough to say that only because I was personally slated to take Marshall's place in Washington could he view the plan with anything less than consternation, but that he still felt it a mistake to be shifting the key members of a winning team and declared he was going to renew his arguments to the President.

On the morning following my talk with Admiral King, the President spoke briefly to me about the future Overlord command and I came to realize, finally, that it was a point of intense official and public interest back home. He did not give me a hint as to his final decision except to say that he dreaded the thought of losing Marshall from Washington. But he added, "You and I know the name of the Chief of Staff in the Civil War, but few Americans outside the professional services do." He then added, as if thinking aloud, "But it is dangerous to monkey with a winning team." I answered nothing except to state that I would do my best wherever the government might find use for me.

"Ike, you are going to command Overlord"

On his way back to the U.S. from the Teheran Conference, President Roosevelt broke his trip for a stopover in North Africa. General Eisenhower met him when he arrived at Tunis:

THE President arrived in midafternoon and was scarcely seated in the automobile when he said, "Well, Ike, you are going to command Overlord."

Because I had to discuss with him, at once, details of his next day's plans, we had no opportunity, at the moment, to talk further about the new assignment, but I did manage to say, "Mr. President, I realize that such an appointment involved difficult decisions. I hope you will not be disappointed."

"Liberate Paris by Christmas"

I ARRIVED in England on January 14, 1944 to undertake the organization of the mightiest fighting force that the two Western Allies could muster. The timing of the operation was a difficult matter to decide. At Teheran the President and the Prime Minister had promised Generalissimo Stalin that the attack would start in May; but two considerations combined to postpone the date from May to June. The first and important one was our insistence that the attack be on a larger scale than that originally planned. The second factor was the degree of dependence we were placing upon the preparatory effort of the air force. An early attack would provide the air force with only a minimum opportunity for pinpoint bombing of critical transportation centers in France, whereas the improved weather anticipated for the month of May would give them much more time and better opportunity to impede the movement of German reserves and demolish German defenses along the coast lines.

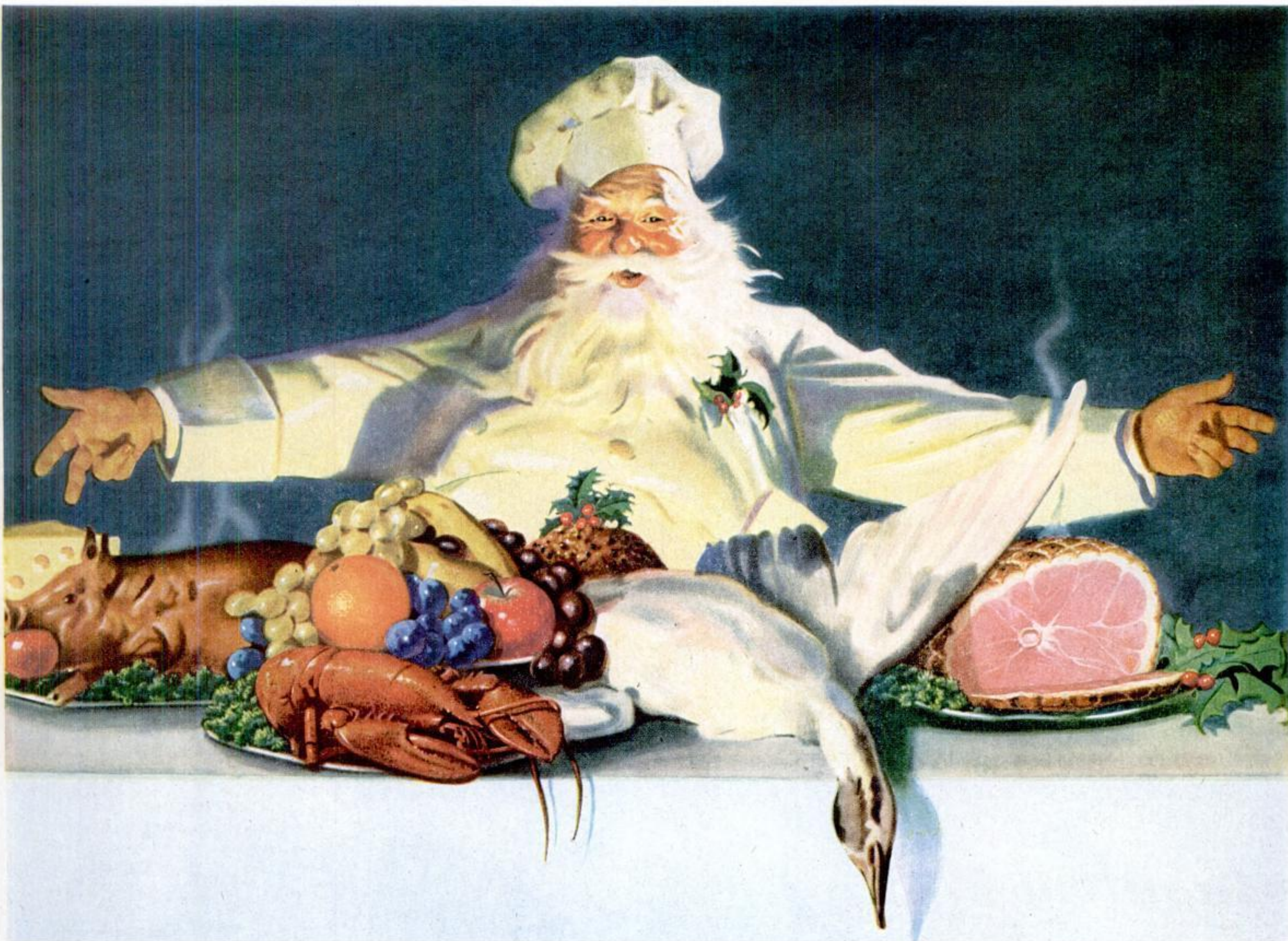
After the abandonment of the May target date, the next combination of moon, tide and time of sunrise that we considered practicable for the attack occurred on June 5, 6, and 7. If none of these three days should prove satisfactory from the standpoint of weather, consequences would ensue that were almost terrifying to contemplate. Secrecy would be lost. Assault troops would be unloaded and crowded back into assembly areas enclosed in barbed wire, where their original places would already have been taken by those to follow in subsequent waves. Complicated movement tables would be scrapped. Morale would drop. A wait of at least fourteen days, possibly twenty-eight, would be necessary—a sort of suspended animation involving more than 2,000,000 men!

During all the months of planning which we hoped would culminate on these three days in June, my personal contacts with the Prime Minister were frequent and profitable. He took a lively interest in every important detail, and was able to lend us an effective hand when some of our requirements demanded extra effort on the part of overloaded British civil agencies.

Visits to the Prime Minister's weekend home at Chequers always had business as their main purpose. But the countryside was so pleasant and peaceful that an occasional hour spent in strolling through the fields and woods was real recreation.

The Prime Minister would usually ask his guests to arrive during the late afternoon. Dinner would be followed by a short movie and then, at about 10:30 p.m., business conferences would begin. These sometimes lasted until three the next morning. Every type of problem was discussed and often definite decisions reached.

CONTINUED ON PAGE 139



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Two crowns of treasured Prince Matchabelli perfumes... Stradivari and Duchess of York... in glossy-black Hat Box flaunting a big red bow.



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Three perfumed colognes... each a potent echo of a famous Prince Matchabelli perfume. New Crown Jewel, Stradivari, Duchess of York... in stately sceptre bottles, snug in snap-fastened box.



STRADIVARI COLOGNE PARFUMÉE 3.
A new perfumed cologne... almost as potent as perfume itself. Its fragrance lasts hours longer! Four ounces in magnum crown bottle, gift-boxed.



From the President to General Stalin

The ^{immediate} appointment of General Eisenhower to command of Overlord operation has been decided upon

Roosevelt

Cairo, Dec. 7-43

Dear General Eisenhower, I thought you might like to have this as a memento. It was written very hurriedly by me as the final meeting broke up yesterday. The President signing it immediately.
D.C.W.

CHERISHED MEMENTO is this hasty note from Roosevelt informing Stalin of Eisenhower's appointment to command Overlord. The general wrote that he treasured it particularly for its postscript from General Marshall, which effectively disproved gossip that two men were conniving for the job.

CRUSADE IN EUROPE CONTINUED

Mr. Churchill rarely failed to inject into most conferences some element of emotion. One day a British general happened to refer to soldiers, in the technical language of the British staff officer, as "bodies." The Prime Minister interrupted with an impassioned speech of condemnation—he said it was inhuman to talk of soldiers in such cold-blooded fashion, and that it sounded as if they were merely freight—or worse—corpses! I must confess I always felt the same way about the expression, but on that occasion my sympathies were with the staff officer, who to his own obvious embarrassment had innocently drawn on himself the displeasure of the Prime Minister.

In all our conferences Mr. Churchill clearly and concretely explained his attitude toward and his hopes for Overlord. He gradually became more optimistic than he had earlier been, but he still refused to let his expectations completely conquer his doubts. More than once he said, "General, if by the coming winter you have established yourself with your thirty-six Allied divisions firmly on the Continent, and have the Cherbourg and Brittany peninsulas in your grasp, I will proclaim this operation to the world as one of the most successful of the war."

In reply to my insistence that the picture I painted him was not

CONTINUED ON NEXT PAGE

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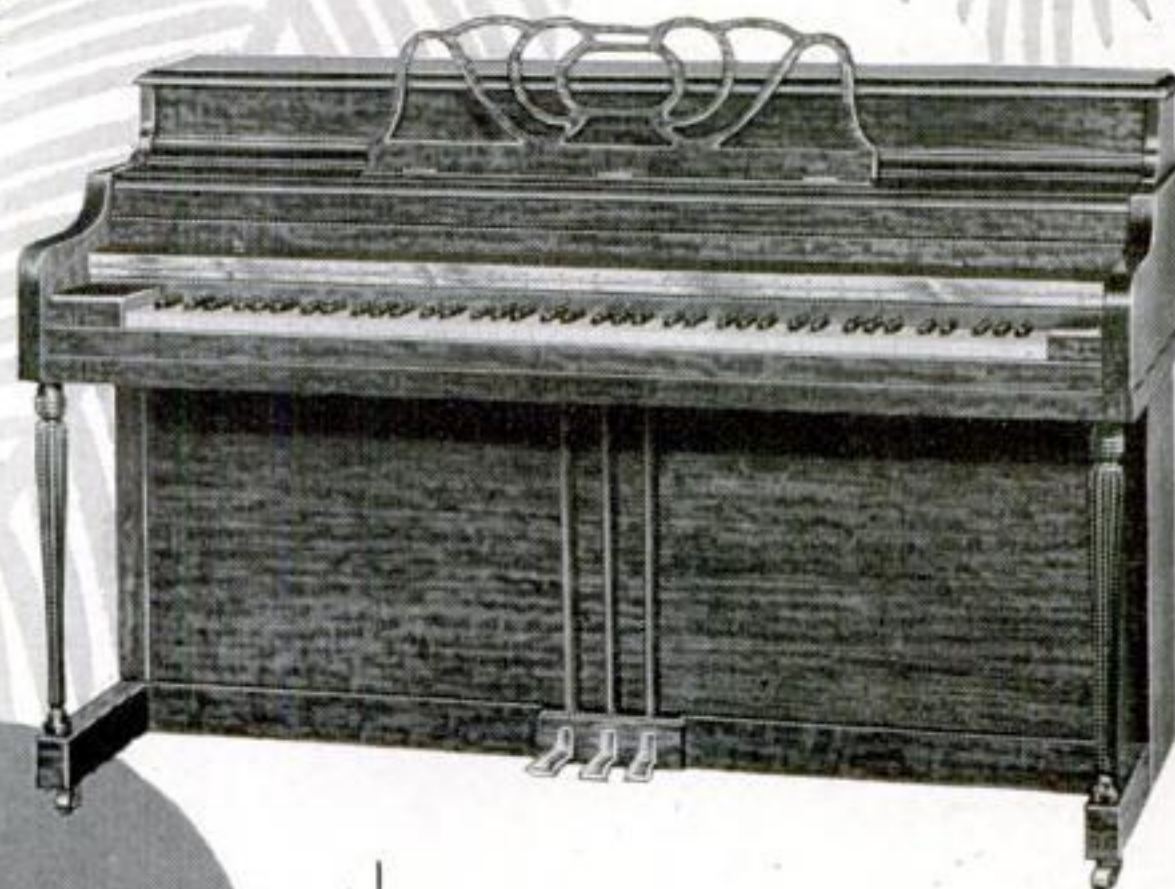
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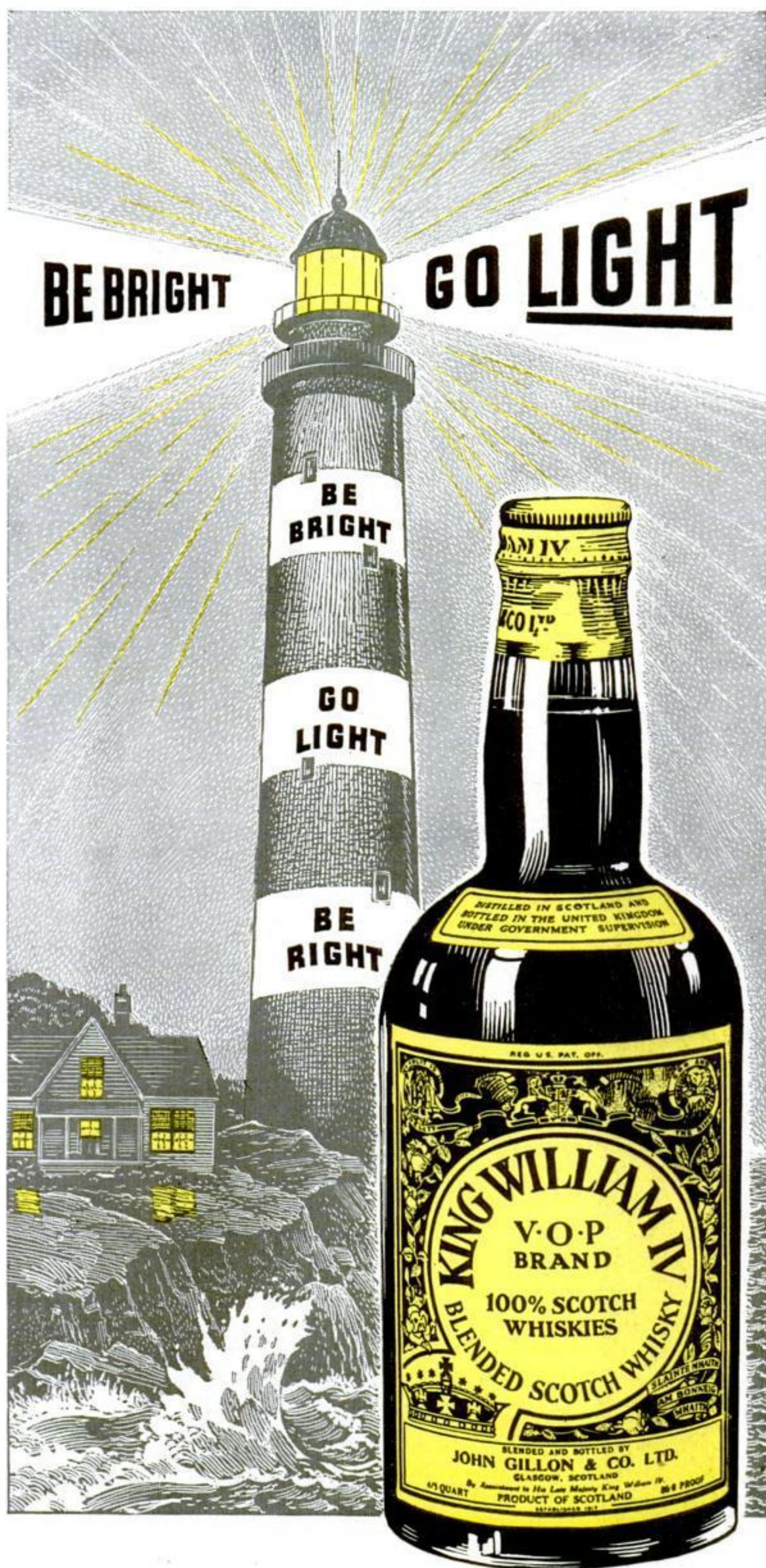
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CRUSADE IN EUROPE CONTINUED

too rosy, even if the German continued to fight to the bitter end, he would smile and say, "My dear General, it is always fine for a leader to be optimistic. I applaud your enthusiasm, but liberate Paris by Christmas and none of us can ask for more."

D-day for Overlord

ALL southern England was one vast military camp, crowded with soldiers awaiting final word to go, and piled high with supplies and equipment awaiting transport to the far shore of the Channel. The whole area was cut off from the rest of England. The southernmost camps where assault troops were assembled were all surrounded by barbed-wire entanglements to prevent any soldier leaving the camp after he had once been briefed as to his part in the attack. The mighty host was tense as a coiled spring, and indeed that is exactly what it was—a great human spring, coiled for the moment when its energy should be released and it would vault the English Channel in the greatest amphibious assault ever attempted.

We met with the Meteorologic Committee twice daily. When the commanders assembled on the morning of June 4, one day before our tentatively chosen D-Day, the report we received was discouraging. Low clouds, high winds, and formidable wave action were predicted to make landing a most hazardous affair. The meteorologists said that air support would be impossible, naval gunfire would be inefficient, and even the handling of small boats would be rendered difficult. Weighing all factors, I decided that the attack would have to be postponed.

The conference on the evening of June 4 presented little, if any, added brightness to the picture of the morning, and tension mounted even higher because the inescapable consequences of postponement were almost too bitter to contemplate.

At three-thirty the next morning our little camp was shaking and shuddering under a wind of almost hurricane proportions and the accompanying rain seemed to be traveling in horizontal streaks. The mile-long trip through muddy roads to the naval headquarters was anything but a cheerful one, since it seemed impossible that in such conditions there was any reason for even discussing the situation.

When the conference started the first report given was that the bad conditions predicted the day before for the coast of France were actually prevailing there and that if we had persisted in the attempt to land on June 5 a major disaster would almost surely have resulted. This they probably told us to inspire more confidence in their next astonishing declaration, which was that by the following morning a period of relatively good weather, heretofore completely unexpected, would ensue, lasting probably thirty-six hours. The long-term prediction was not good but they did give us assurance that this short period of calm weather would intervene between the exhaustion of the storm we were experiencing and the beginning of the next spell of really bad weather.

The prospect was not bright because of the possibility that we might land the first several waves successfully and then find later build-up impracticable, and so have to leave the isolated original attacking forces easy prey to German counteraction. However, the consequences of the delay justified great risk and I quickly announced the decision to go ahead with the attack on June 6. The time was then 4:15 a.m., June 5. No one present disagreed and there was a definite brightening of faces as, without a further word, each went off to his respective post of duty to flash out to his command the messages that would set the whole host in motion.

A number of people appealed to me for permission to go aboard the supporting naval ships in order to witness the attack. Every member of a staff can always develop a dozen arguments why he, in particular, should accompany an expedition rather than remain at the only post, the center of communications, where he can be useful. Among those who were refused permission was the Prime Minister. His request was undoubtedly inspired as much by his natural instincts as a warrior as by his impatience at the prospect of sitting quietly back in London to await reports. I argued, however, that the chance of his becoming an accidental casualty was too important from the standpoint of the whole war effort and I refused his request. He replied, with complete accuracy, that while I was in sole command of the operation by virtue of authority delegated to me by both governments, such authority did not include administrative control over the British organization. He said, "Since this is true it is not part of your responsibility, my dear General, to determine the exact composition of any ship's company in His Majesty's Fleet. This being true," he rather slyly continued, "by shipping

CONTINUED ON PAGE 143

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NO OUTSIDE MECHANISM!**

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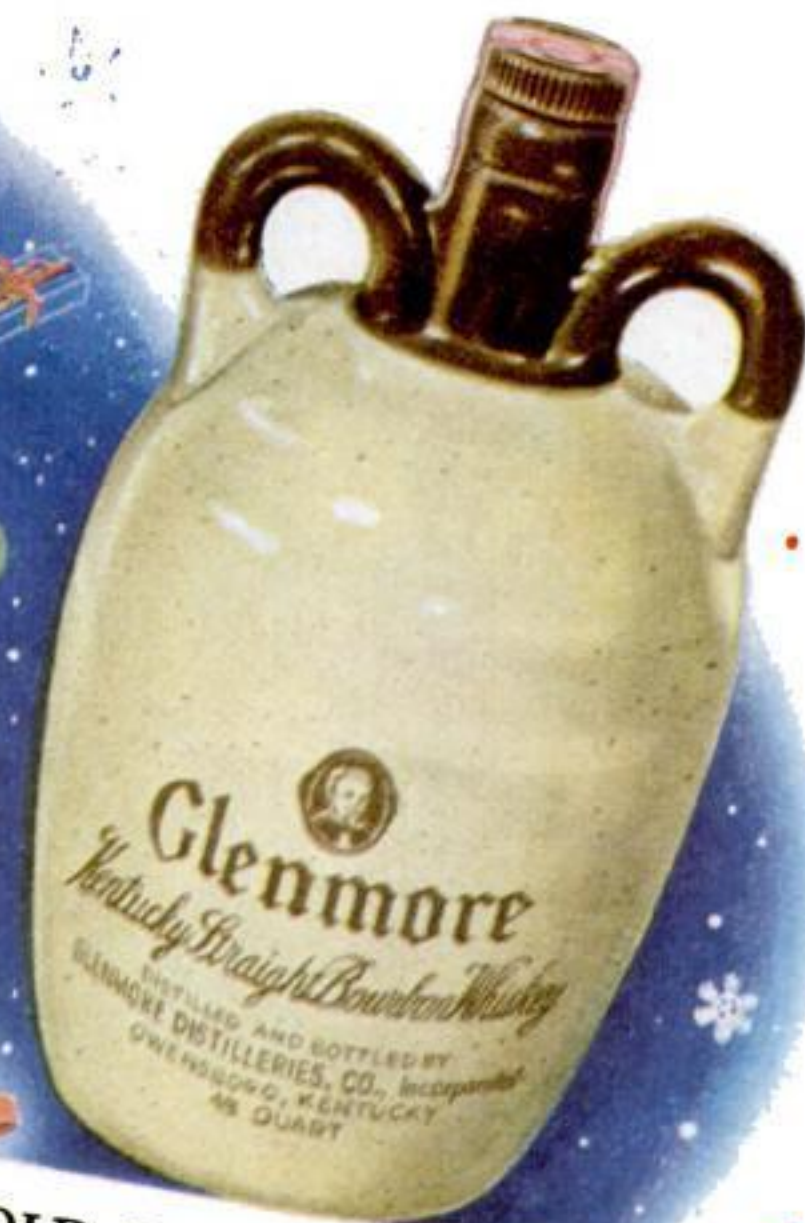
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CRUSADE IN EUROPE CONTINUED

myself as a bona fide member of a ship's complement it would be beyond your authority to prevent my going."

All of this I had ruefully to concede, but I forcefully pointed out that he was adding to my personal burdens in this thwarting of my instructions. Even, however, while I was acknowledging defeat in the matter, aid came from an unexpected source. I later heard that the King had learned of the Prime Minister's intention and, while not presuming to interfere with the decision reached by Mr. Churchill, he sent word that if the Prime Minister felt it necessary to go on the expedition he, the King, felt it to be equally his duty and privilege to participate at the head of his troops. This instantly placed a different light upon the matter and I heard no more of it.

Nevertheless, my sympathies were entirely with the Prime Minister.

Arguments with Churchill and Montgomery

WHEN the Allied armies finally completed their envelopment of the German forces west of the Seine the eventual defeat of the German in western Europe was a certainty. Even among the professional leaders of the fighting forces there grew an optimism, almost a lightheartedness, that failed to look squarely in the face such factors as the fanaticism of great portions of the German Army and the remaining strength of a nation that was inspired to desperate action.

Our new situation brought up one of the longest-sustained arguments that I had with Prime Minister Churchill throughout the period of the war. This argument lasted throughout the first ten days of August. One session lasted several hours. The discussions involved the wisdom of going ahead with Anvil, by then renamed Dagoon, the code name for the operation that was to bring in General Dever's forces through the south of France.

One of the early reasons for planning this attack was to achieve an additional port of entry through which the reinforcing divisions already prepared in America could pour rapidly into the European invasion. The Prime Minister held that we were now assured of early use of the Brittany ports and that the troops then in the Mediterranean could be brought in via Brittany, or even might better be used in the prosecution of the Italian campaign with the eventual purpose of invading the Balkans via the head of the Adriatic.

In sustaining his argument, the Prime Minister pictured a bloody prospect for the forces attacking from the south. He felt sure they would be involved for many weeks in attempts to reduce the coastal defenses and feared they could not advance as far northward as Lyon in less than three months. He thought we would suffer great losses and insisted that the battlefield in that region would become merely another Anzio. It is possible the Prime Minister did not credit the authenticity of our Intelligence reports, but we were confident that few German forces other than largely immobile divisions remained in the south.

Although I never heard him say so, I felt that the Prime Minister's real concern was possibly of a political rather than a military nature. He may have thought that a postwar situation which would see the Western Allies posted in great strength in the Balkans would be far more effective in producing a stable post-hostilities world than if the Russian armies should be the ones to occupy that region. I told him that if this were his reason for advocating the campaign into the Balkans he should go instantly to the President and lay the facts, as well as his own conclusions, on the table. I well understood that strategy can be affected by political considerations, and if the President and the Prime Minister should decide that it was worth while to prolong the war, thereby increasing its cost in men and money, in order to secure the political objectives they deemed necessary, then I would instantly and loyally adjust my plans accordingly. But I did insist that as long as he argued the matter on military grounds alone I could not concede validity to his arguments.

As usual the Prime Minister pursued the argument up to the very moment of execution. As usual, also, the second that he saw he could not gain his own way, he threw everything he had into support of the operation. He flew to the Mediterranean to witness the attack and I heard that he was actually on a destroyer to observe the supporting bombardment when the attack went in.

Coincidentally with this drawn-out discussion, Montgomery suddenly proposed to me that he should retain tactical coordinating control of all ground forces throughout the campaign. This, I told him was impossible, particularly in view of the fact that he wanted to retain at the same time direct command of his own army group. To my mind and that of my staff the proposition was fantastic. The reason for having an army group commander is to assure direct,

CONTINUED ON NEXT PAGE

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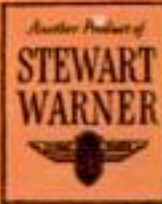
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CRUSADE IN EUROPE CONTINUED

day-by-day battlefield direction in a specific portion of the front, to a degree impossible to a supreme commander. It is certain that no one man could perform this function with respect to his own portion of the line and at the same time exercise logical and intelligent supervision over any other portion. The only effect of such a scheme would have been to place Montgomery in a position to draw at will, in support of his own ideas, upon the strength of the entire command.

A supreme commander in a situation such as faced us in Europe cannot ordinarily give day-by-day and hour-by-hour supervision to any portion of the field. Nevertheless, he is the one person in the organization with the authority to assign principal objectives to major formations. He is also the only one who has under his hand the power to allot strength to the various major commands in accordance with their missions, to arrange for the distribution of incoming supply, and to direct the operations of the entire air forces in support of any portion of the line. The existence, therefore, of any separate ground headquarters between the supreme commander and an army group commander would have placed such a headquarters in an anomalous position, since it would have had the power neither to direct the flow of supply and reinforcement nor to give instructions to the air forces for the application of their great power.

Modern British practice had been however, to maintain three commanders in chief, one for air, one for ground, one for navy. Any departure from this system seemed to many inconceivable and to invite disaster. I carefully explained that in a theater so vast as ours each army group commander would be the ground commander in chief for his particular area; instead of one there would be three so-called commanders in chief for the ground and each would be supported by his own tactical air force.

Back of all would be the power of the supreme commander to concentrate the entire air forces, including the bomber commands, on any front as needed, while the strength of each army group would be varied from time to time depending on the importance of enemy positions to the progress of the whole force.

While my decision was undoubtedly distasteful to individuals who had been raised in a different school, it was accepted.

Could Montgomery have won the war in '44?

After the liberation of Paris in the fall of 1944 SHAEF had to concern itself more and more with the ever-expanding problem of keeping the advancing Allied armies supplied. General Eisenhower became convinced that for this purpose the port of Antwerp must be taken as soon as possible, but British General Montgomery proposed a different strategy:

MONTGOMERY suddenly presented the proposition that, if we would support his Twenty-first Army Group with all supply facilities available, he could rush right on into Berlin, and, he said, end the war. I am certain that Field Marshal Montgomery, in the light of later events, would agree that this view was a mistaken one. But at the moment his enthusiasm was fired by the rapid advances of the preceding week and, since he was convinced that the enemy was completely demoralized, he vehemently declared that all he needed was adequate supply in order to go directly into Berlin.

I explained to Montgomery the condition of our supply system and our need for early use of Antwerp. I pointed out that, without railway bridges over the Rhine and ample stockades of supplies on hand, there was no possibility of maintaining a force in Germany capable of penetrating to its capital. There was still a considerable reserve in the middle of the enemy country and I knew that any pencillike thrust into the heart of Germany such as he proposed would meet nothing but certain destruction. This was true, no matter on what part of the front it might be attempted. I would not consider it.

It was possible, and perhaps certain, that had we stopped, in late August, all Allied movements elsewhere on the front he might have succeeded in establishing a strong bridgehead definitely threatening the Ruhr, just as any of the other armies could have gone faster and farther, if allowed to do so at the expense of starvation elsewhere. However, at no point could decisive success have been attained, and, meanwhile, on the other parts of the front we would have gotten into precarious positions, from which it would have been difficult to recover. General Montgomery was acquainted only with the situation in his own sector. He understood that to support his proposal would have meant stopping dead for weeks all units except the Twenty-first Army Group. But he did not understand

CONTINUED ON PAGE 147

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LONDON'S TOP HONOR, Freedom of the City, was awarded Eisenhower in June 1945 with the lord mayor, the aldermen and the chamberlain officiating in costume. Afterward Eisenhower had tea with the king and queen, became the first American to receive the British Order of Merit and accepted a cigaret offered to him by Queen Mary. That same week he received the diamond-studded Soviet Order of Victory, the French Cross of Liberation and Napoleon's sword.

CRUSADE IN EUROPE CONTINUED

the impossible situation that would have developed along the rest of our great front when he, having outrun the possibility of maintenance, was forced to stop or withdraw.

Crossing the Rhine

On the night of March 23-24 General Eisenhower watched artillery prepare the way for the infantry to cross the Rhine:

GENERAL SIMPSON and I found a vantage point in an old church tower from which to witness the gunfire. Because the batteries were distributed on the flat plains on the western bank of the Rhine every flash could be seen. The din was incessant. Meanwhile infantry assault troops were marching up to the water's edge to get into the boats. We joined some of them and found the troops remarkably eager to finish the job. There is no substitute for a succession of great victories in building morale. Nevertheless, as we walked along I fell in with one young soldier who seemed silent and depressed.

"How are you feeling, son?" I asked.

"General," he said, "I'm awful nervous. I was wounded two months ago and just got back from the hospital yesterday. I don't feel so good!"

"Well," I said to him, "You and I are a good pair then, because I'm nervous too. But we've planned this attack for a long time and we've got all the planes, the guns, and airborne troops we can use to smash the Germans. Maybe if we just walk along together to the river we'll be good for each other."

"Oh," he said, "I meant I *was* nervous; I'm not any more. I guess it's not so bad around here." And I knew what he meant.

The next morning I met the Prime Minister with Field Marshal Brooke. Mr. Churchill always seemed to find it possible to be near the scene of action when any particularly important operation was to be launched. On that morning he was delighted, as indeed were all of us. He exclaimed over and over, "My dear General, the German is whipped. We've got him. He is all through."

About noon of March 24 it was necessary for me to rush down to Bradley's headquarters to confer on important phases of his own operations. After I left, the Prime Minister persuaded the local commander to take him across the Rhine in an LCM. He undoubtedly derived an intense satisfaction from putting his foot on the eastern bank of Germany's traditional barrier. Possibly he felt

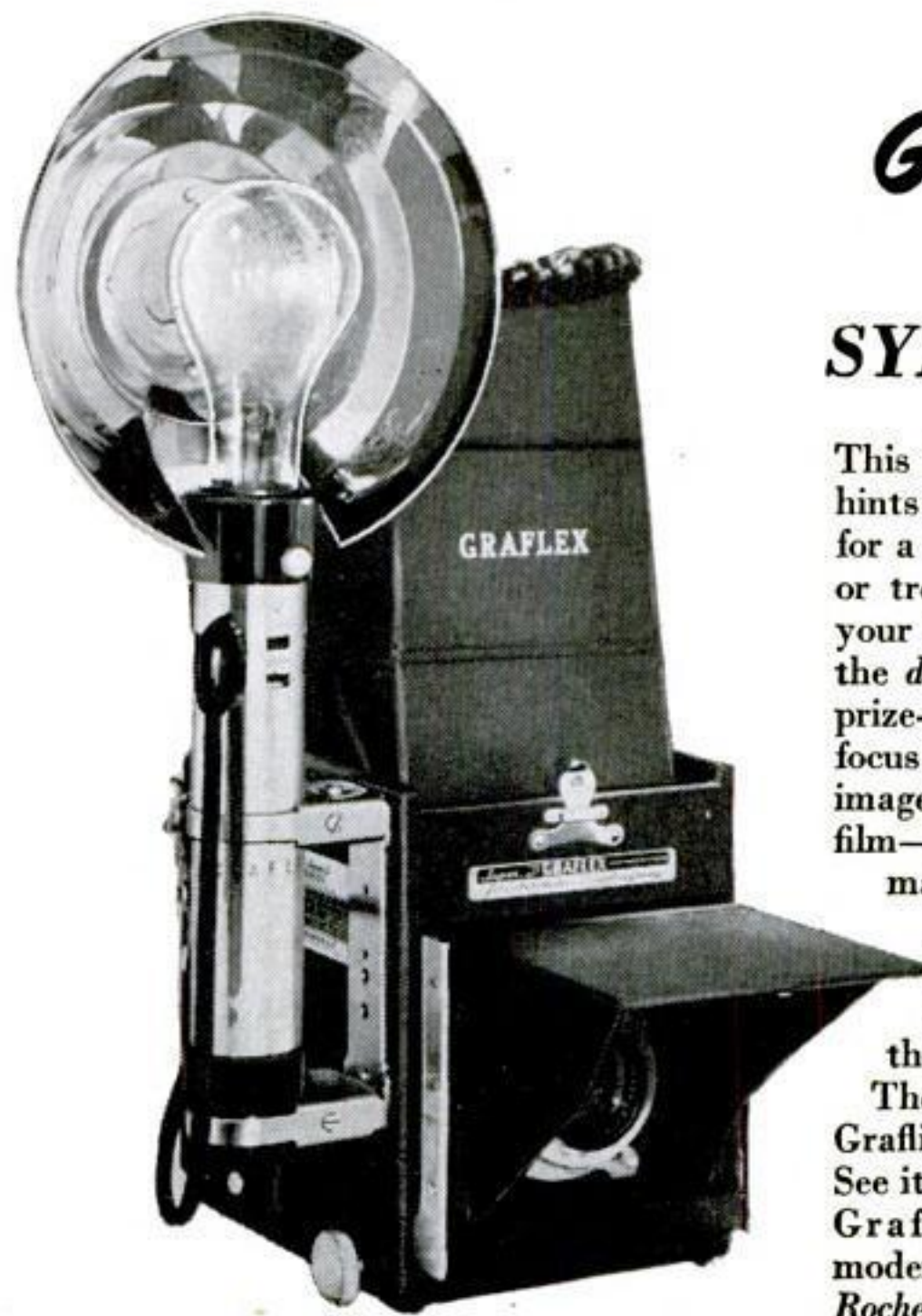
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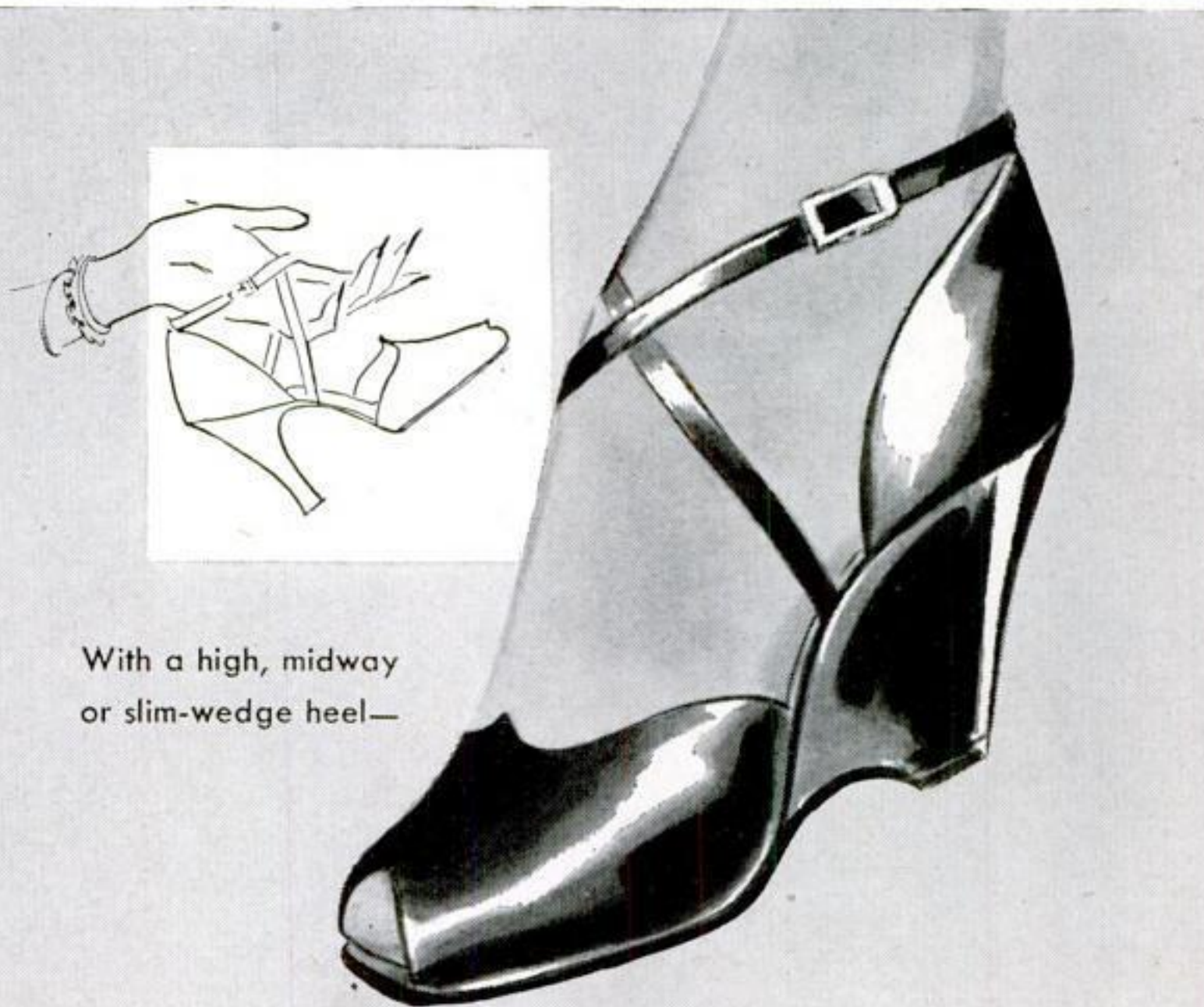
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CRUSADE IN EUROPE CONTINUED

the act was symbolic of the final defeat of an enemy who had forced Britain's back to the wall five years before. However, had he been present he would never have been permitted to cross the Rhine that day.

Why we did not take Berlin

By March 1945 the Allies had established themselves on the eastern bank of the Rhine and were proceeding with the encirclement of the Ruhr. The end of the war was in sight, and political aspects of the impending victory were beginning to make themselves felt:

I ALREADY knew of the Allied political agreements that divided Germany into post-hostilities occupational zones. This future division of Germany did not influence our military plans for the final conquest of the country. Military plans, I believed, should be devised with the single aim of speeding victory; by later adjustment troops of the several nations could be concentrated into their own national sectors.

A natural objective beyond the Ruhr was Berlin. It was politically and psychologically important as the symbol of remaining German power. I decided, however, that it was not the logical or the most desirable objective for the forces of the Western Allies. I determined that our next major advances would comprise three essential parts. The first would be a powerful thrust by Bradley directly across the center of Germany. The second and third parts of the general plan visualized a rapid advance on each of our flanks. The northern thrust would cut off Denmark; the southern one would push into Austria and overrun the mountains west and south of that country.

Under the arrangement made in January and approved by the Combined Chiefs of Staff, I thought that I was completely within the scope of my own authority and responsibility in communicating this plan to Generalissimo Stalin. However, we quickly found that Prime Minister Churchill seriously objected to my action. He disagreed with the plan and held that, because the campaign was now approaching its end, troop maneuvers had acquired a political significance that demanded the intervention of political leaders in the development of broad operational plans. He apparently believed that my message to the Generalissimo had exceeded my authority to communicate with Moscow only on purely military matters. He was greatly disappointed and disturbed because my plan did not first throw Montgomery forward with all the strength I could give him from the American forces in the desperate attempt to capture Berlin before the Russians could do so. He sent his views to Washington.

The Prime Minister knew, of course, that, regardless of the distance the Allies might advance to the eastward, he and the President had already agreed that the British and American occupational zones would be limited on the east by a line two hundred miles west of Berlin. Consequently his great insistence upon using all our resources in the hope of assuring the arrival of the Western Allies in Berlin ahead of the Russians must have been based on the conviction that great prestige and influence for the Western Allies would later derive from this achievement.

The outcome of all this was that we went ahead with our own plan. So earnestly did I believe in the military soundness of what we were doing that my intimates on the staff knew I was prepared to make an issue of it.

The only other result of this particular argument was that we thereafter felt somewhat restricted in communicating with the Generalissimo and were careful to confine all our communication to matters of solely tactical importance. This situation I did not regard as too serious, particularly because the United States Chief of Staff had staunchly reaffirmed my freedom of action in the execution of plans that in my judgment would bring about the earliest possible cessation of hostilities.

The commander in chief dies

April 12, 1945 was a full day for General Eisenhower. He inspected one of the first caches of hidden Nazi treasures discovered by General Patton's army and saw his first Nazi concentration camp. The day ended with a "dramatic climax":

BRADLEY, Patton, and I sat up late talking of future plans, particularly of the selection of officers and units for early redeployment to the Pacific. We went to bed just before twelve o'clock, Bradley

CONTINUED ON PAGE 1

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CRUSADE IN EUROPE CONTINUED

and I in a small house at Patton's headquarters, and he in his trailer. His watch had stopped, and he turned on the radio to get the time signals from the British Broadcasting Corporation. While doing so he heard the news of President Roosevelt's death. He stepped back into the house, woke up Bradley, and then the two of them came to my room to tell me the shocking news.

We pondered over the effect the President's death might have upon the future peace. We were certain that there would be no interference with the tempo of the war because we already knew something of the great measures afoot in the Pacific to accomplish the smashing of the Japanese. We were of course ignorant of any special or specific arrangements that President Roosevelt had made affecting the later peace. But we were doubtful that there was any other individual in America as experienced as he in the business of dealing with the other Allied political leaders. None of us had known the President very well; I had, through various conferences, seen more of him than the others, but it seemed to us, from the international viewpoint, to be a most critical time to be forced to change national leaders. We went to bed depressed and sad.

With some of Mr. Roosevelt's political acts I could never possibly agree. But I knew him solely in his capacity as leader of a nation at war—and in that capacity he seemed to me to fulfill all that could possibly be expected of him.

A political offer from President Truman

During the Potsdam Conference, which was held after the fall of Germany, General Eisenhower saw President Truman:

WHILE the President was in Germany he expressed a desire to inspect some American troops. I arranged for him to come into the American area and by good fortune the 84th Division was selected as one of those he was to see. In that division his cousin, Colonel Louis Truman, was chief of staff; and so the meeting was not only a pleasant official experience for the President but held a nice personal touch as well.

One day when the President was riding with General Bradley and me he fell to discussing the future of some of our war leaders. I told him that I had no ambition except to retire to a quiet home and from there do what little I could to help our people understand some of the great changes the war had brought to the world and the inescapable responsibilities that would devolve upon us all as a result of those changes. I shall never forget the President's answer. Up to that time I had met him casually on only two or three occasions. I had breakfasted with him informally and had found him sincere, earnest, and a most pleasant person with whom to deal. Now, in the car, he suddenly turned toward me and said: "General, there is nothing that you may want that I won't try to help you get. That definitely and specifically includes the presidency in 1948."

I doubt that any soldier of our country was ever so suddenly struck in his emotional vitals by a President with such an apparently sincere and certainly astounding proposition as this. Now and then, in conversations with friends, jocular suggestions had previously been made to me about a possible political career. My reaction was always instant repudiation, but to have the President suddenly throw this broadside into me left me no recourse except to treat it as a very splendid joke, which I hoped it was. I laughed heartily and said, "Mr. President, I don't know who will be your opponent for the presidency, but it will not be I." There was no doubt about my seriousness.

A visit to the Soviets

In August 1945 General Eisenhower, escorted by Marshal Zhukov, went to Moscow at the invitation of Marshal Stalin:

OUR first conference was with General Antonov, Chief of Staff of the Red Army. He took me into his war room and explained the dispositions of the Red armies in the Far East and showed me the exact plan of campaign, which had been initiated only a few days before. We discussed military subjects until late in the evening, all in an atmosphere of greatest cordiality and mutual confidence.

The following morning, August 12, was the appointed time for the big Sports Parade. This was staged in the Red Square, a paved area of considerable acreage. The only people present were the specially invited guests of the government and the performers. The several hundred spectators were allotted spaces on a stadiumlike structure, which had no seating arrangements of any kind. Everyone had to stand. Just after we had arrived at the raised section of

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and neuralgia

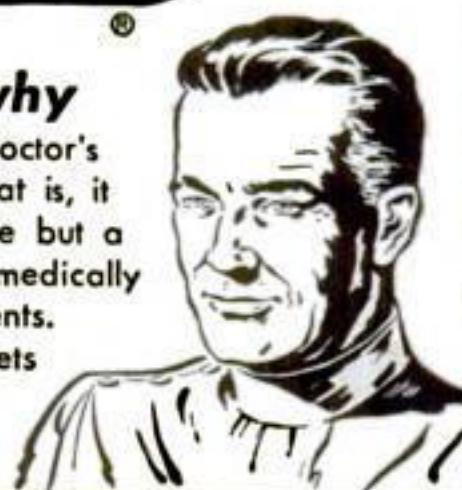
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CONTINUED ON PAGE 152

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says CROSBY

CROSBY:

Folks, this is fantastic, but old Hope has a great idea. He thinks *everybody* ought to give U.S. Savings Bonds for Christmas presents!

HOPE:

Thanks for the kind words, son. But no kidding, ladies and gentlemen, those Bonds are sensational. They're appropriate for *anyone* on your list. On Christmas morning, nothing looks better in a stocking—except maybe Dorothy Lamour.

CROSBY:

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HOPE:

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CRUSADE IN EUROPE CONTINUED

concrete reserved for the American ambassador and his party. General Antonov came to say that Generalissimo Stalin had extended to me an invitation to join him on top of Lenin's tomb, provided I should like to do so. Since I was in the company of the American ambassador, whose prestige as representative of the President was important, I was doubtful as to the propriety of deserting him to join the Generalissimo. The necessity of saying everything through an interpreter denied me any opportunity to ask General Antonov, on a personal basis, for further details, and I momentarily hesitated. However, he relieved the situation by giving me the remainder of the Generalissimo's message, which was: "The Generalissimo says that if you would like to come he also invites two of your associates, if you would like to bring them." I turned to consult quickly with the ambassador. He said that the invitation was precedent-making; to the best of his knowledge, no other foreigner had ever been invited to set foot on top of Lenin's tomb. Realizing, therefore, that a special courtesy was intended, I quickly told General Antonov that I would be happy indeed to accept and that the associates I wanted were the ambassador and the head of the United States Military Mission to Moscow, Major General John R. Deane.

We stood for five hours on the tomb while the show went on. The Generalissimo showed no sign of fatigue. On the contrary, he appeared to enjoy every minute of the show. He invited me to his side and, through an interpreter, we conversed intermittently during the entire period of the show.

He evinced great interest in the industrial, scientific, educational, and social achievements of America. He repeated several times that it was necessary for Russia to remain friends with the United States. Speaking through the interpreter, he said in effect: "There are many ways in which we need American help. It is our great task to raise the standards of living of the Russian people, which have been seriously damaged by the war. We must learn all about your scientific achievements in agriculture. Likewise, we must get your technicians to help us in our engineering and construction problems, and we want to know more about mass production methods in factories." This general trend of thought he pursued in many directions, whereas I had supposed that he would content himself merely with some general expression of desire to co-operate.

At that time Marshal Zhukov was patently a great favorite with the Generalissimo. Zhukov was included in every conversation I had with Stalin and the two spoke to each other on terms of intimacy and cordiality. This was highly pleasing to me because of my belief in the friendliness and co-operative purpose of Marshal Zhukov.

The Generalissimo turned the conversation to the work of the Berlin Council and remarked that it was important not only because of its specific task but because it provided a testing ground to determine whether great nations, victors in a war, could continue to co-operate effectively in the problems of peace.

This thought coincided exactly with the convictions Clay and I held, but we thought also that one of the impediments to greater progress in Berlin was the apparent necessity for Zhukov to refer every new question, no matter how trivial, to Moscow. In the early days of the Council I had noted that, whereas Zhukov frequently seemed to be in agreement with some logical proposal of local import, he could apparently never give an immediate answer on his own authority. This led me to explore the remote possibility that I might be able to do something about it.

Knowing that everything my associates and I did and said was reported instantly to Moscow, and knowing also that national pride would impel the Russians to watch the comparative prestige and authority of their Berlin representative, I had adopted a simple plan which I hoped would have some effect. Whenever I had anything to discuss with Marshal Zhukov I made an opportunity to see him usually just before or after a formal meeting of the Berlin Council. I then outlined the suggestion, which normally served the best interests of the Russians as well as of ourselves, and placed it before him in terms of a definite proposal. Then I would remark rather casually: "If this project looks well to you, I am ready to put it into effect whenever you say. If you want some time for study, or if you would like to refer the matter to Moscow, I am quite content to await your answer. But I am ready to act instantly."

Once or twice he was fortunately prompted to ask: "What will your government say about this?" to which I would reply, "If I sent such small details to Washington for decision I would be fired and my government would get someone who would handle these things himself."

Whether or not this personal campaign had any effect I do not know, but as time went on Marshal Zhukov began to exhibit

reater independence in action than he had at first been able to exercise. He discarded the practice of keeping his political adviser by his side and we would meet with no one present except an interpreter. Moreover, he became much more prone to say yes or no to a proposal than merely to ask for a delay in order to consider it.

So while standing on Lenin's tomb, when the Generalissimo brought up the matter of the Berlin Council, I decided to follow up my Berlin campaign. I said to the Generalissimo: "Of course Marshal Zhukov and I get along splendidly. This is because great and powerful countries like yours and mine can afford to give their representatives in the field a sufficient amount of authority to achieve accord in local details and administrative matters."

The Generalissimo agreed with me emphatically. He said, "There is no sense in sending a delegate somewhere if he is merely to be an errand boy. He must have authority to act."

A final remark of the Generalissimo's while we were watching the sports spectacle was that mass athletics and exercises were fine because of their effect upon the populace. He said, "This develops the war spirit. Your country ought to do more of this," and then he added: "We will never allow Germany to do this."

He asked that I extend to General Marshall an expression of his personal regret for an act of what he termed personal rudeness during the progress of the war. He said that once he had received from General Marshall a piece of information concerning the enemy that later turned out to be false and occasioned some embarrassment to the Red armies. In his irritation, he said, he sent a sharp radio message to General Marshall, but later regretted this because of his confidence that Marshall was acting in good faith. He earnestly charged me with the errand of conveying his expressions of regret to the Chief of Staff.

How the Russians treat their troops

Marshal Zhukov accompanied General Eisenhower on his return flight from the Soviet Union to Berlin. The two commanders exchanged views on military procedures:

HIGHLY illuminating to me was Marshal Zhukov's description of the Russian method of attacking through mine fields. Marshal Zhukov gave me a matter-of-fact statement of his practice, which was, roughly, "There are two kinds of mines; one is the personnel mine and the other is the vehicular mine. When we come to a mine field our infantry attacks exactly as if it were not there. The losses we get from personnel mines we consider only equal to those we would have gotten from machine guns and artillery if the Germans had chosen to defend that particular area with strong bodies of troops instead of with mine fields. The attacking infantry does not set off the vehicular mines, so after they have penetrated to the far side of the field they form a bridgehead, after which the engineers come up and dig out channels through which our vehicles can go."

I had a vivid picture of what would happen to any American or British commander if he pursued such tactics. Americans assess the cost of war in terms of human lives, the Russians in the over-all drain on the nation. The Russians clearly understood the value of morale, but for its development and maintenance they apparently depended upon over-all success and upon patriotism, possibly fanaticism.

As far as I could see, Zhukov had given little concern to methods that we considered vitally important to the maintenance of morale among American troops: systematic rotation of units, facilities for recreation, short leaves and furloughs, and, above all, the development of techniques to avoid exposure of men to unnecessary battlefield risks, all of which, although common practices in our Army, seemed to be largely unknown in his.

The basic differences between American and Russian attitudes in the handling of men were illustrated on another occasion. While talking to a Russian general I mentioned the difficult problem that was imposed upon us at various periods of the war by the need to care for so many German prisoners. I remarked that they were fed the same rations as were our own soldiers. In the greatest astonishment he asked, "Why did you do that?" I said, "Well, in the first place my country was required to do so by the terms of the Geneva Convention. In the second place the Germans had some thousands of American and British prisoners and I did not want to give Hitler the excuse or justification for treating our prisoners more harshly than he was already doing." Again the Russian seemed astounded at my attitude and he said, "But what did you care about men the Germans had captured? They had surrendered and could not fight any more."

CONTINUED ON NEXT PAGE

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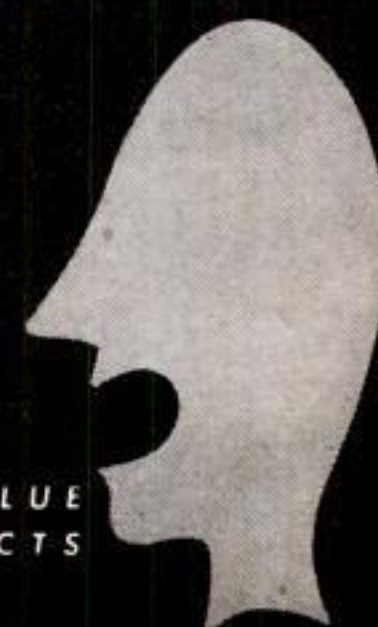
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CRUSADE IN EUROPE CONTINUED

To return the courtesy extended to me by the Russian Government, the American War Department, with the approval of President Truman, promptly invited Marshal Zhukov to pay a visit to America. An immediate acceptance was returned and we thought that the marshal would soon depart for the United States.

Unfortunately he soon fell ill. At the time there was some speculation as to whether it was diplomatic illness, but when I next saw him at a meeting of the Control Council in Berlin he gave the appearance of a man who had gone through a serious siege of ill-health. In any event this served to postpone his visit until the approach of winter weather and he then expressed a desire to go to our country in the spring. Before that time arrived the Russians had apparently no further interest in sending one of their marshals to spend a week or ten days in America.

I saw Marshal Zhukov for the last time November 7, 1945. It was a Soviet holiday, in honor of which he gave a large reception in Berlin, inviting to it the senior commanders and staff officers of all the Allies. The weather turned bad and flying was impossible. The other two commanders in chief canceled their engagements but, knowing that I was soon to be ordered home, I determined to attend the ceremony, although to do so I had to make a night trip by train, followed by a long automobile trip during the day.

When I arrived Marshal Zhukov, with his wife and a number of his senior assistants, was standing in the receiving line. He greeted me and then promptly deserted the receiving line. He took his wife by the arm, and the three of us, with an interpreter, retired to a comfortable room where were refreshments of all kinds. We talked for two hours.

The tenor of the marshal's conversation was that he believed that we in Berlin had done something to help in the difficult problem of promoting understanding between two nations so diverse in their cultural and political conceptions as were the United States and the Soviet Union. He felt that we could accomplish still more. He talked at length about the new United Nations and remarked: "If the United States and Russia will only stand together through thick and thin success is certain for the United Nations. If we are partners there are no other countries in the world that would dare go to war when we forbade it."

Even after I returned to the U.S. the marshal and I continued until April 1946 to correspond on our accustomed friendly terms. In the spring of that year he was relieved from his Berlin command and I have never since heard from him directly.

Americans at that time—or at least we in Berlin—saw no reason why the Russian system of government and democracy as practiced by the Western Allies could not live side by side. Because implicit in Western democracy is respect for the rights of others it seemed natural to us that this "live and let live" type of agreement could be achieved and honestly kept. That was probably the most for which we ever really hoped. But even such a purely practical basis for living together in the world has not been achieved.

What caused the change may possibly never be clearly understood by any of us. But two and a half years of growing tension have shattered our dream of rapid progress toward universal peace and the elimination of armaments. Seriously and soberly, aware of our strengths and our weaknesses, sure of our moral rectitude, we must address ourselves to the new tensions that beset the world.



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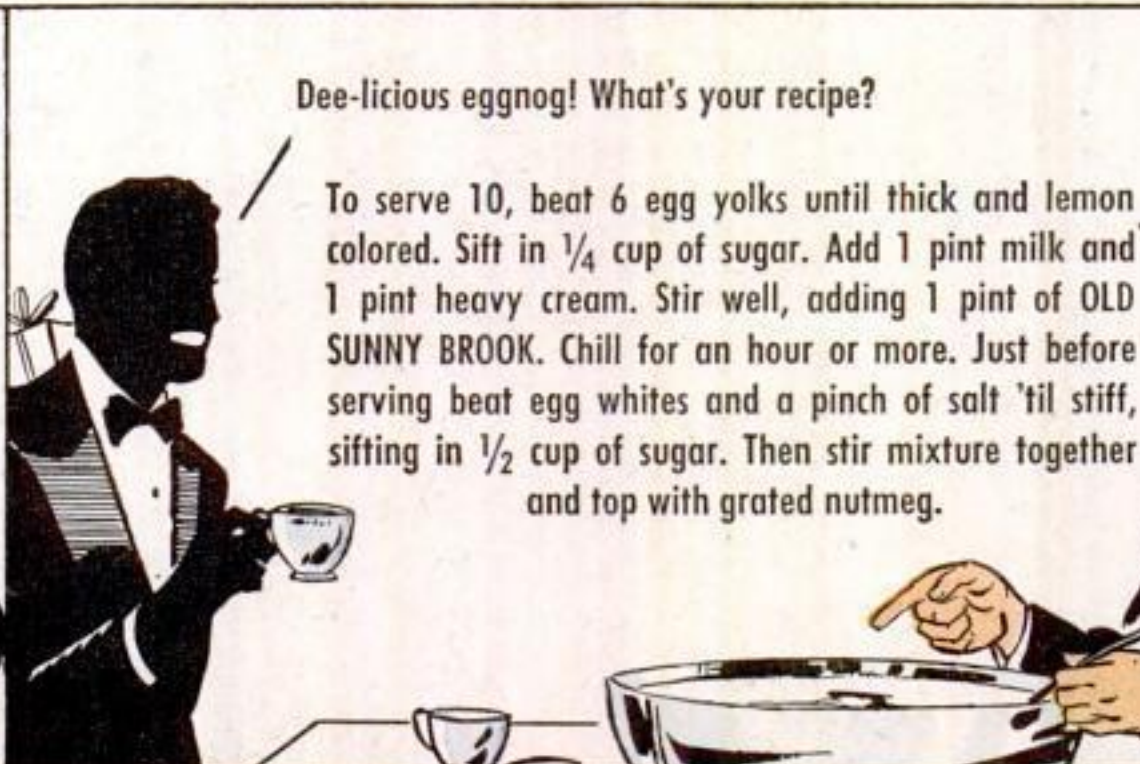


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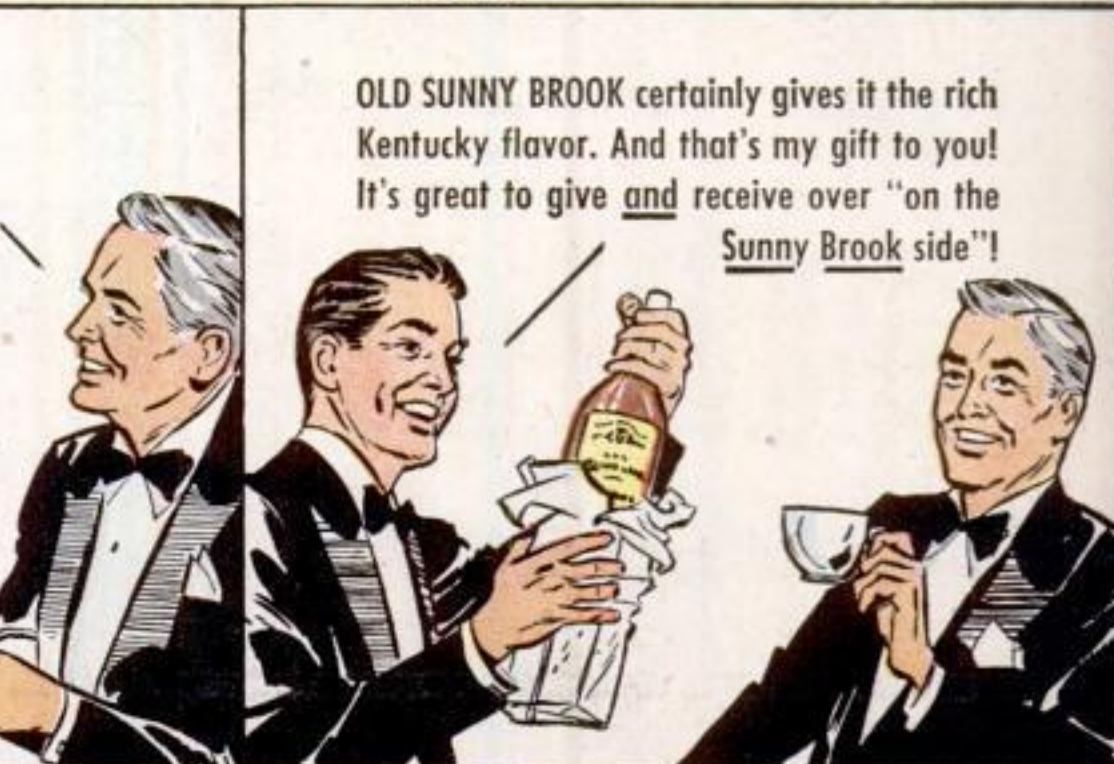


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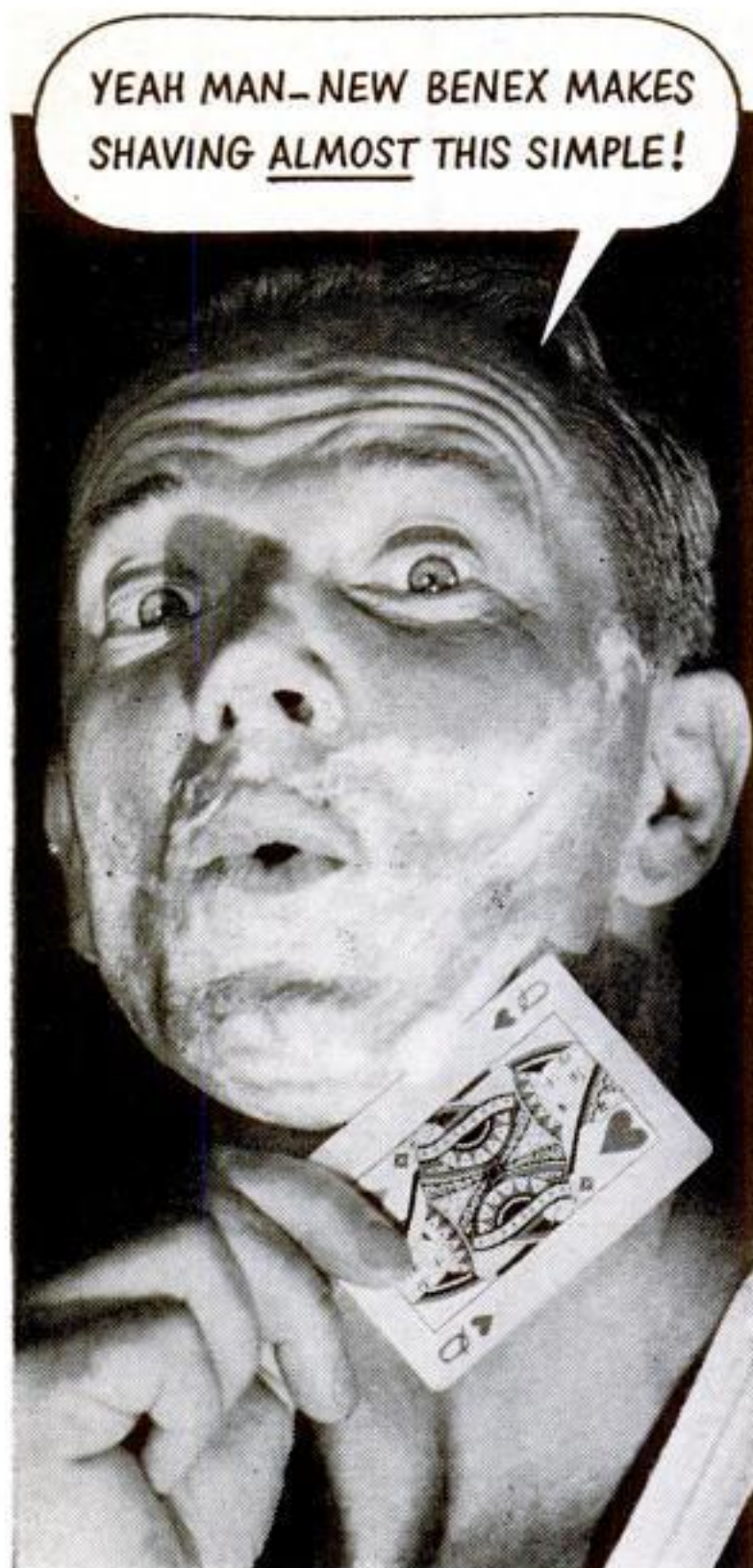
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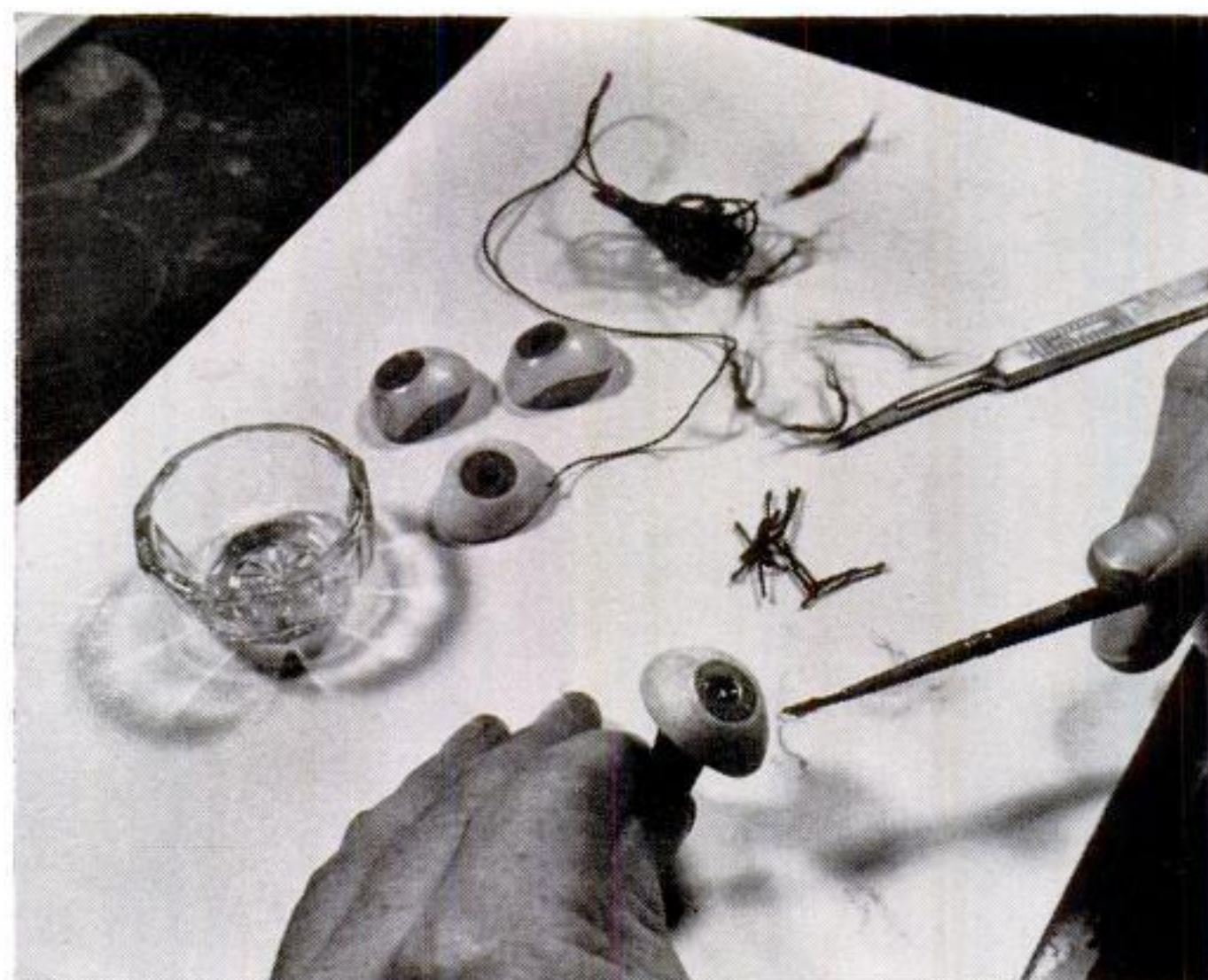
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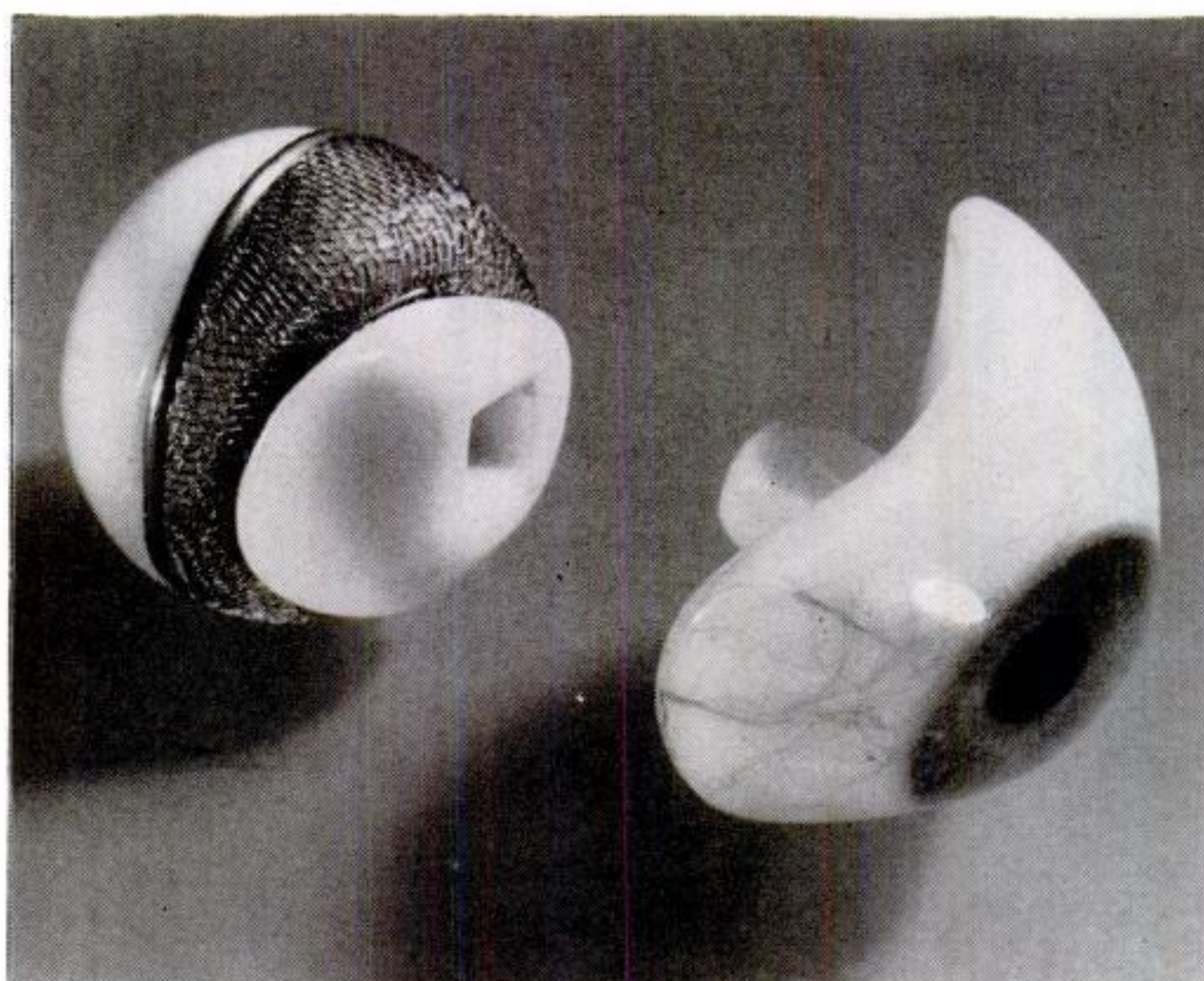
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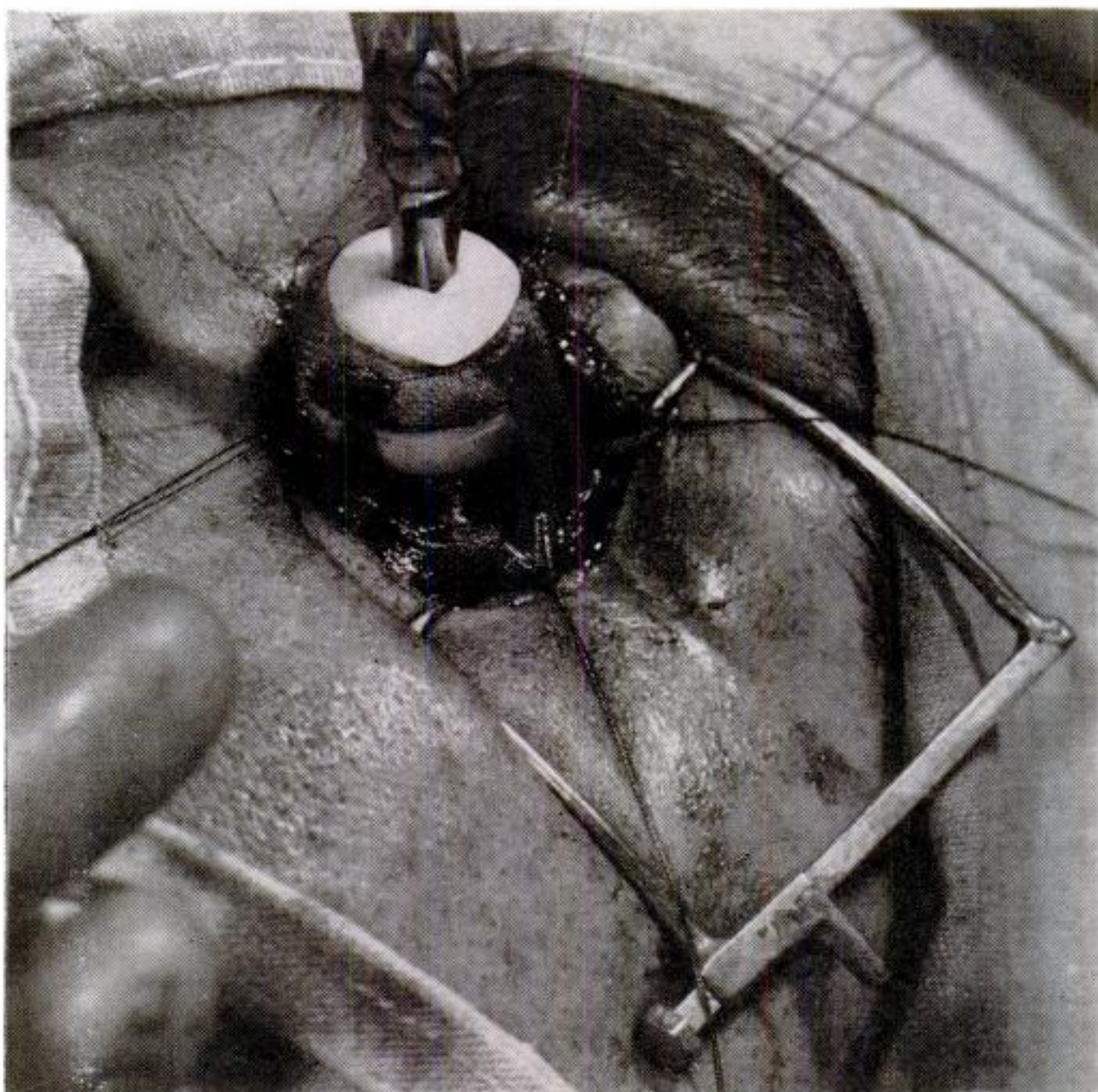
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FINISHING TOUCHES give plastic eyes a lifelike appearance. Here red rayon threads are fastened to white of the eye to simulate the pattern of tiny blood vessels. Final coating of clear plastic gives a normal, glistening surface.



PLASTIC EYE consists of eyeball (left) and removable shell attached to it by a peg. This version of the movable eye was designed by Dr. William Stone Jr. of the Massachusetts Eye and Ear Infirmary in Boston, and Fritz Jardon.



MUSCLES ARE SEWED to metal mesh covering the plastic eyeball. The muscle at left turns the eye downward; the one at right controls outward movement. These are two of the four muscles that are permanently attached to eye.

CONTINUED ON PAGE 160

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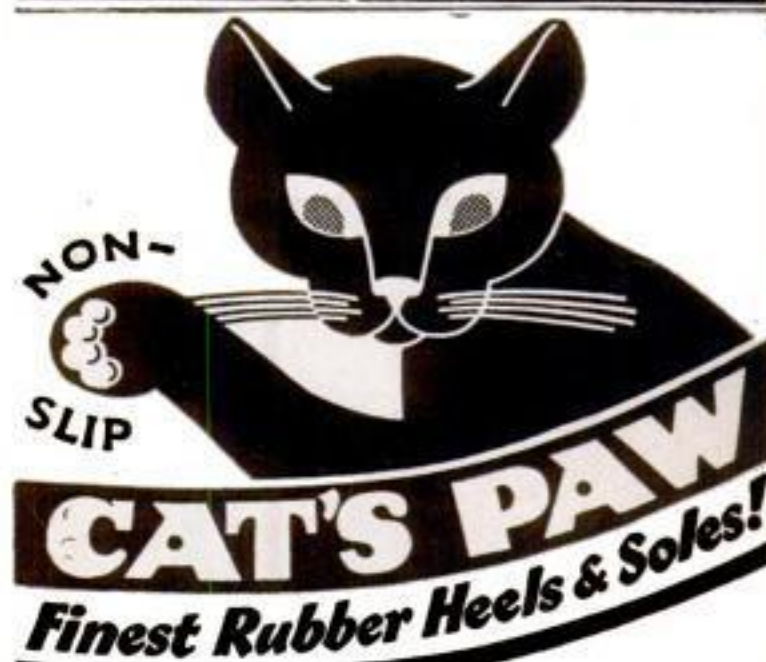
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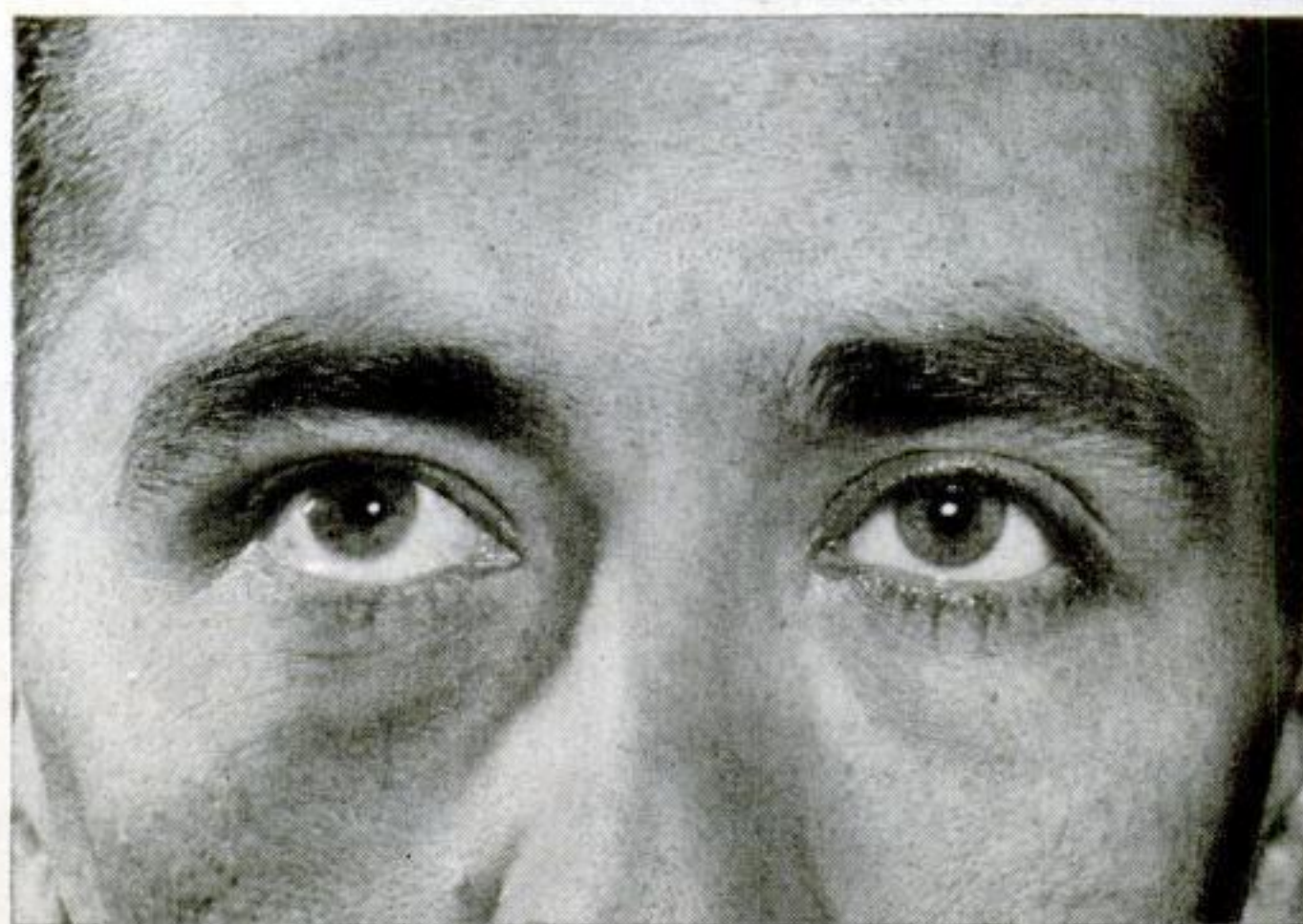
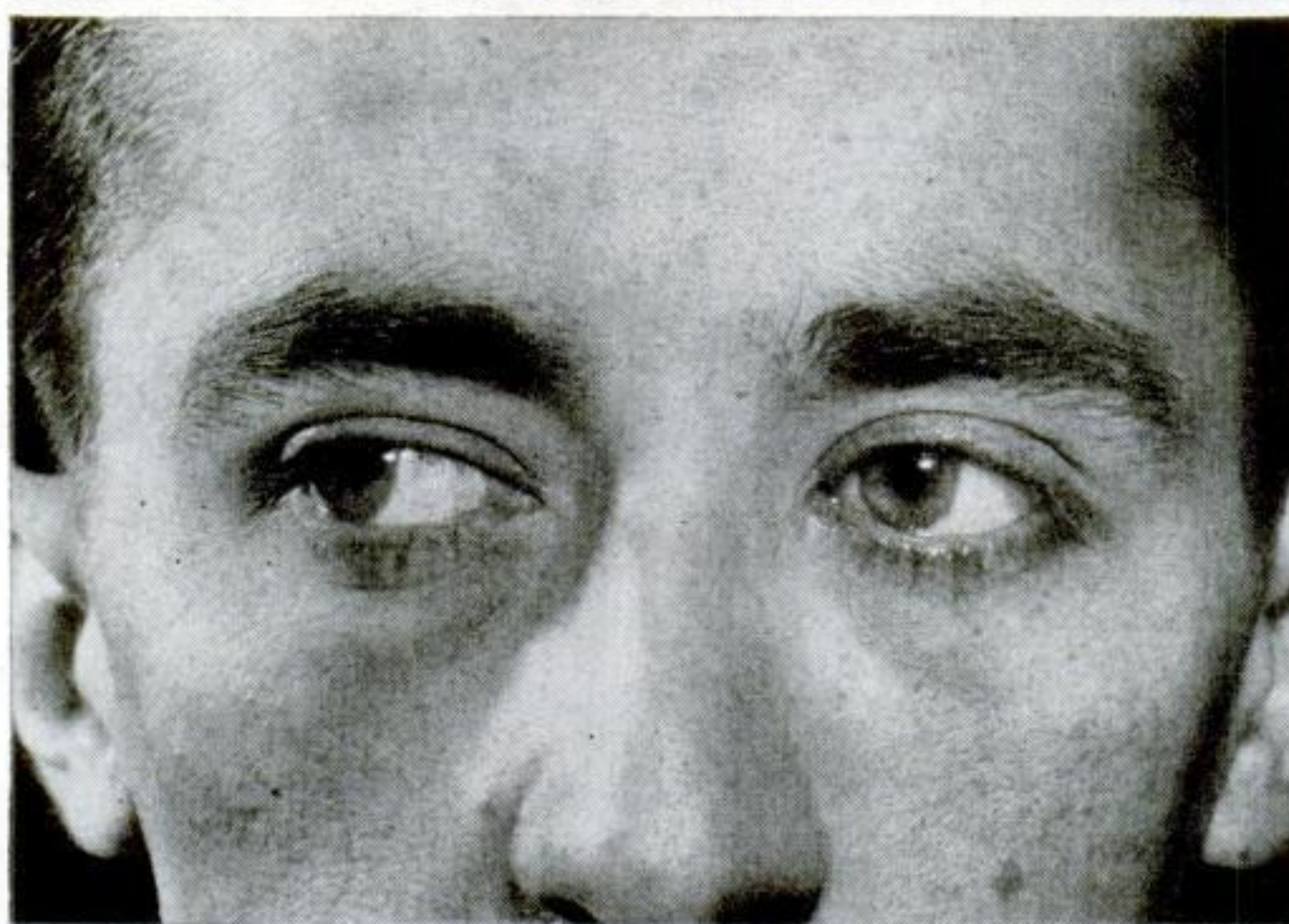
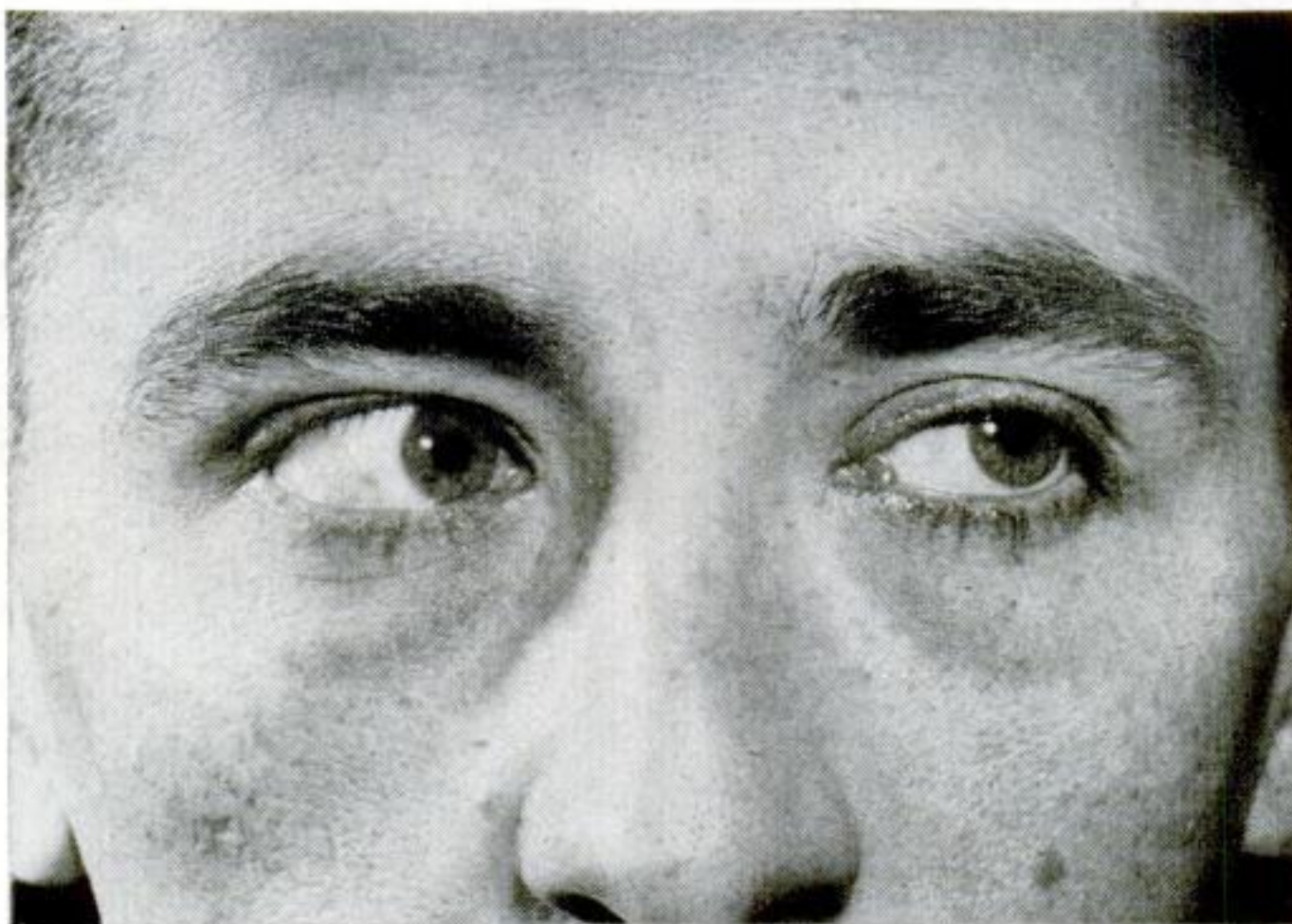
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GERTRUDE VANDERBILT was featured fancily costumed in soft shoe and eccentric dances of the Follies (1908-16).



PEGGY FEARS (Follies 1924-26) became a star in *No Foolin'*, a Ziegfeld musical charging \$220 a seat on opening night.



NEVA LYNNE JAFFE was in chorus of last Follies (1931) and three musicals. She has been married and divorced twice.



REUNION'S HOSTESSES included Ziegfeld girls from 1908 to 1931 shows: (top row, from left) Helen Gates, Madeleine Janis Courter, Neva Lynne Jaffe, Dorothy Bruce Berg, Mary Alice Rice,

Peggy Fears; (middle row, from left) Loretta Walsh, Ziegfeld Club President Gladys F. Braham, Barbara Sarnoff; (foreground, center) Agnes Franey; and (foreground, right) Gertrude Vanderbilt.



HELEN GATES held a vase in a lavish harem tableau. Married once, she now lives in New York on "separate maintenance."



MARY ALICE RICE of Texas had bit parts (song & dance) in 1931 Follies and *Hotcha*, now directs hotel fashion shows.



GLADYS FELDMAN BRAHAM, now married to an actor, tried to market a folding theater seat, got job on the stage.



PHONE COST ZIEGFELD \$200 A DAY

Ziegfeld's Girls Hold a Reunion

Now matronly, his Follies beauties hold a benefit for poorer sisters

When he died bankrupt in 1932, Florenz Ziegfeld left behind him little more than a glamorous name and the 3,000 unforgettable American girls he "glorified" in his musicals (*Sally*, *Rio Rita*, *Show Boat*) and his Follies. Ziegfeld's girls were as much a part of their time as jazz and the Ford joke. Most he hired to look beautiful dancing or just walking around. Some posed nude to the waist. Many of his girls later made good in the theater and movies (p. 167). Others married millionaires and nobility. An unfortunate few slid downhill to taxi dances and gin mills.

In 1935 Ziegfeld alumnae formed a club, and last month at their annual party in New York about 150 of the "girls" showed up to raise money for the girls who had gone broke. Although Norma Terris (below) sang the songs that made her famous in *Show Boat*, few of the girls were eager to push their middle-age figures into the spotlight. But when the auction bidding for gifts slowed up, a bosomy line began a chorine strut around the ballroom. They sold one jeroboam of Burgundy three times over—for \$700.



CUDDLING HUGE GARDENIA CORSAGE, Ellen ("Mousie") Green displays the coy smile that won her Follies parts and three husbands (p. 164). Although she quit

the Ziegfeld Club several years ago after a spat with the directors, Mousie refused to miss the party. She bought \$105 worth of tickets and brought along six of her friends.



DISTINGUISHED GUEST, Actress Beatrice Lillie (left), is greeted by Norma Terris, who played Magnolia in Ziegfeld's *Show Boat*.



CHARMED GUEST, Lyman G. Bloomingdale, vice president of radio station WABF, buys a program from Neva Lynne Jaffe, one of the youngest of the Ziegfeld girls (p. 168) as club treasurer Helen Gates waves joyfully to a new arrival.



CLUB PRESIDENT, Gladys Feldman Braham (right), is introduced to the guests by Barbara Sarnoff, the wife of a hat manufacturer.

**Never neglect a
cut hand**

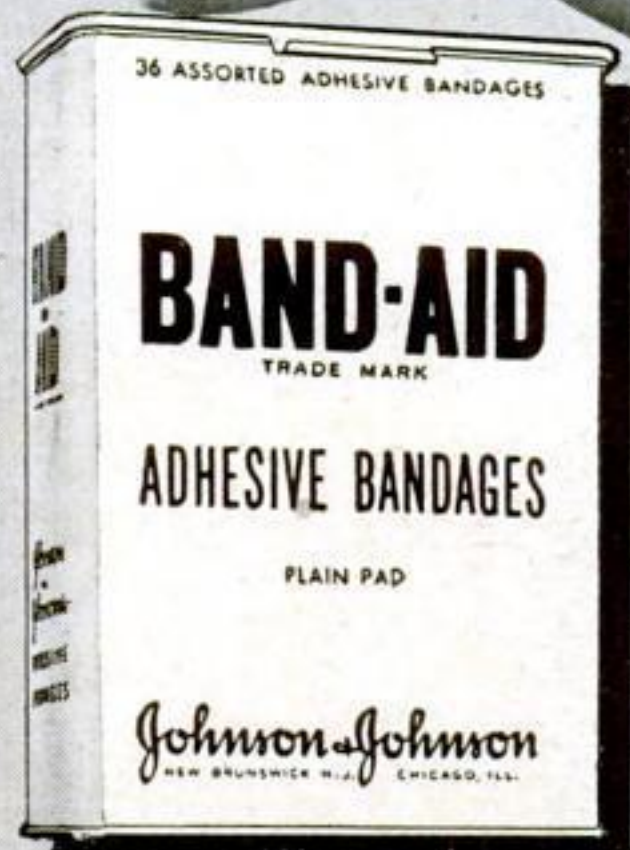
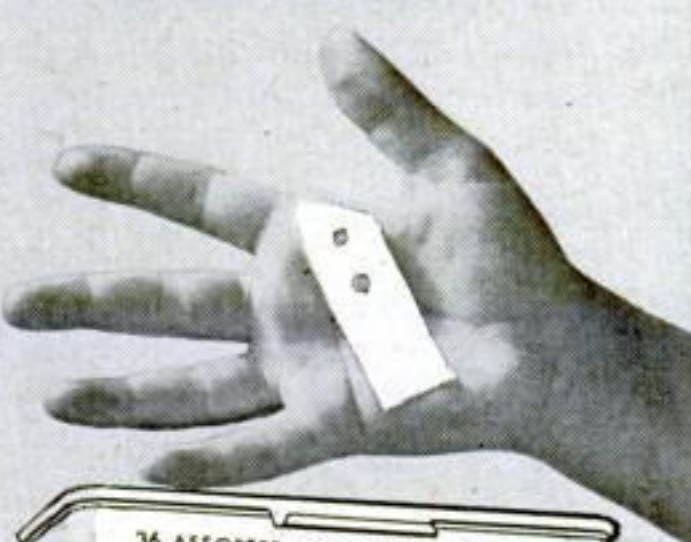


The tiniest injury can become infected. Never take a chance!

Always use BAND-AID,* the adhesive bandage that *always* comes to you individually wrapped, 100% sterile.

Caution: Not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID. And only BAND-AID brings you Johnson & Johnson dependability.

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doctors'
recommendations



*BAND-AID is the Reg. Trade-mark of Johnson & Johnson for its adhesive bandage.

Ziegfeld Girls CONTINUED



MOUSIE SMILES AT SECOND HUSBAND

MOUSIE STRUCK IT RICH

In popular belief chorus girls are born in poverty, get themselves discovered by a big producer and leap to stardom, marry often (at least once with nobility), salt away a lot of money and live happily on into a garrulous, bejeweled middle age. Most Ziegfeld girls have followed no such pattern but the lady above has, down to the last cheery detail. She is Ellen ("Mousie") Green, the shortest girl ever hired by Ziegfeld ("He laughed himself sick when he saw me the first time"). She was born in a little town in North Carolina, one of the seven children of an itinerant newspaperman and translator. She came to New York and appeared in the 1917 Follies and promptly married a stage-door Johnny with the romantic name of Luigi Ercole d'Este, scion of a famous old Italian family and nephew of a former lieutenant governor of New York. But he wanted her to give up her stage career so she divorced him and went back to work for Jake Shubert.

Then in 1924 she succumbed to the blandishments of John Russell Green (above) ("He liked to take his nip but he was the sweetest man"), the son of the founder of the National Biscuit Company. She thereupon left the stage for good and spent most of her time till 1939 in Europe hobnobbing with people like the Maharaja of Kapurthala, the marquis who married Gloria Swanson and the King of Spain's mistress. In 1933 Green died and for three years she battled in the courts, to the delight of the tabloids, with her in-laws until they agreed to give her 40% of his estate. Some of the money she put into a New York ticket agency, where she sits in state to this day, always ready to accommodate a friend by getting tickets even to sold-out plays.

Mousie's life has not been all roses and champagne. In 1945 she gave an intimate party for "about a hundred people." One of them was a young aviator ("the handsomest thing that ever stood on two feet"), and almost before Mousie knew it she was married again. Everybody told her it was a wonderful idea, but now her spouse has disappeared and she suspects it will cost her plenty to divorce him. Mousie's comment: "Never, dearie, take the advice of your friends in middle age."



A CHARACTERISTIC BEAM lights up Mousie's face as she whirls happily around Waldorf dance floor. Escort is an old Parisian friend named Randolph.

**Eyes
Tired?**

**Two
Drops**

**Quick
Relief!**



**MURINE
FOR YOUR EYES**

IT'S WONDERFUL!



Saves
**TIME
TEMPER
TROUBLE**

ARTBECK

BASTER

For basting meats and fowl without burning your hands! Separate fat from gravy, soups and stews; skim cream from milk; water plants and many other uses... Speeds-up cooking; makes foods better tasting, more nutritious... Praised by thousands of happy users. All say, "It's indispensable! So easy to use, easier to clean!" Only 79c—Dep't, Hdwe., Chain Stores, or write Arthur Beck Co., Dep't R, Chicago 16, Illinois.

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ZEST AT ITS BEST**

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HEAR BETTER! Enjoy Life More!

WITH THE NEW
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Only One Case,
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Amazing, national first-prize winner, new Paravox 1/3 size previous models. Weighs less, about 4-1/2 oz. with batteries, complete in single case. Thin as a compact. Easy to use and wear. Clear tone. Great power. Economy, uses low-cost, easy-to-get, zinc-carbon batteries. Thousands, world-wide, use a Paravox. FREE booklet "How to Select your Hearing Aid". Write PARAVOX, Inc. 2023 E. 4th, Cleveland 15, Ohio.



**Get Relief
QUICKER**

From Your Cough
Due to a Cold

**FOLEY'S Honey & Tar
Cough Compound**

CONTINUED ON PAGE 167

PERFECT GIFT FOR YOUR CHAMP

So smart...so right a Christmas gift to men, **CHAMP HAT GIFT CERTIFICATE**

gives your man the superb richly styled hat
prized by executives, doctors, lawyers, sportsmen.
Nothing you can choose will please him more

at **\$7⁵⁰**

DELIGHT HIM on
CHRISTMAS MORNING with



this smart little Champ
Hat gift box containing
a tiny hat and Champ
gift certificate...He's
sure to love it because
he chooses his own Champ
Hat style himself!



M-M-M! HE'LL BE SO SMOOTH

in CHAMP "GAUCHO"...A devil-may-care style
from gay South America. Puggree type band.
Narrow ribbon edge. An amazing value at \$750



YOUR HEART WILL MELT at his
smart looks in CHAMP "DASH."
Richly styled! Luxurious lining.
100% fur felt. Expertly
pre-creased to keep shape.
Sensational at only \$750



LOOK! HE'S SO HANDSOME
in CHAMP "DIPLOMAT"

with its extra wide
ribbon...smooth
distinctive style.
Gray, brown, blue
or covert. A luxury
dress-up hat at
only \$750

**YOUR CHAMP HAT GIFT
CERTIFICATE** is now ready
at men's stores and depart-
ment stores coast to coast.
Or write Champ Hats, Inc.,
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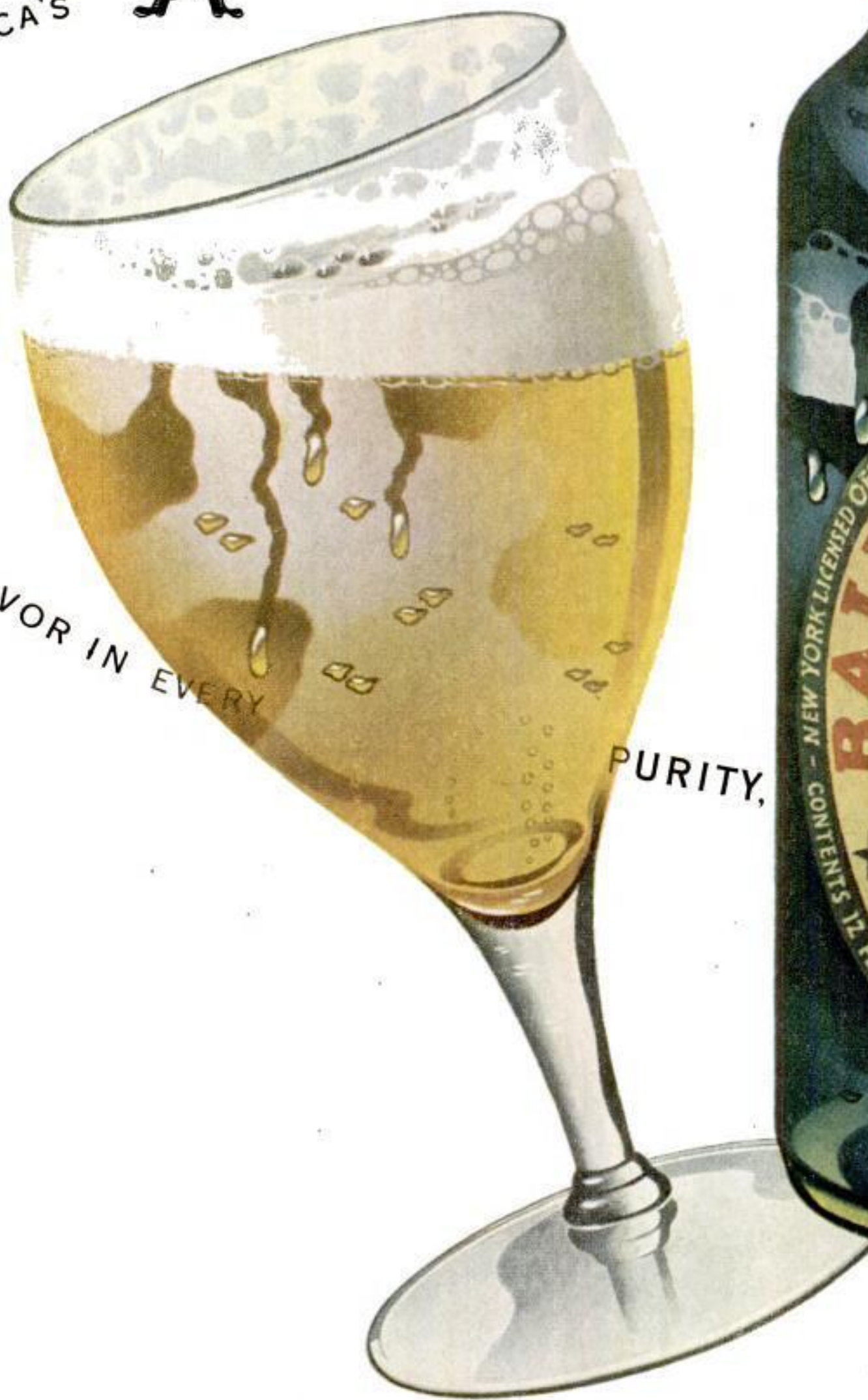


PURITY, BODY, AND FLAVOR IN EVERY GLASS



LARGEST SELLING ALE...

...AMERICA'S
PURITY, BODY, AND FLAVOR IN EVERY



PURITY,



FLAVOR IN EVERY GLASS...
SELLING ALE...



AMERICA'S LARGEST



THESE ZIEGFELD GIRLS DID WELL



PAULETTE GODDARD (right), with her brother Fred and Marilyn Miller, married Lord Charles Cavendish and gave up dancing for home life in Irish castle.



PAULETTE GODDARD (left) was in *Rio Rita* chorus with Susan Fleming (Mrs. Harpo Marx), got her first screen chance in a Hal Roach comedy.



ANNIE BRICE sang in baby voice as a comedienne in the Ziegfeld Follies. In 1938 she adapted the voice to radio as Baby Snooks at \$5,000 a week.



PEGGY HOPKINS JOYCE, a featured beauty at 18, married often and well; three U.S. millionaires, one Swedish count and an English inventor.



WILLIE BURKE, Ziegfeld's second wife, was backed by him in four Broadway shows. After his death she paid \$100,000 of his debts from film money.



MARION DAVIES left Ziegfeld for motion pictures and a close friendship with William Randolph Hearst, who made her head of his film company.

CONTINUED ON NEXT PAGE

YOUR TREE... A SYMBOL OF JOY OR A BLAZING DEATH TORCH?



Your tree can burn up completely in two minutes! Once on fire it's almost impossible to put out! Because it is full of highly flammable pitch and resin.

KEEP YOUR CHRISTMAS MERRY! HERE'S HOW YOU CAN DO IT

1. Choose a small tree... the smaller the tree the less the hazard. Keep it away from radiators, heater, fireplace.
2. Avoid cotton, paper or other flammable material for decorations. Never use candles.
3. Discard frayed strings of lights. Use wiring that bears the Underwriters' Laboratories seal. Change location of lights if needles turn brown.
4. Dispose of gift wrappings promptly.
5. Avoid smoking and use of matches nearby.
6. When needles begin to fall take down your tree.

Clip these suggestions—keep them for a guide every year.

A lighted candle, burning match or cigarette, frayed or defective electric cord... any of these, in a flash, can turn your Christmas tree into a roaring inferno.

Far too many American homes are swept by this tragedy every Christmas... Don't let it happen to your family.

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NATIONAL BOARD OF FIRE UNDERWRITERS

—for Prevention of Loss of Life and Property by Fire



SEND FOR THESE FREE BOOKLETS

National Board of Fire Underwriters
85 John St., New York 7, N.Y. E-6
Please send me a copy of "Keep Christmas Merry"—Holiday hints on fire prevention; also "The Fire Safe Home"—how to guard my family against fire the year around.

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FIRE THE FIFTH HORSEMAN WILL KILL NEARLY 1000 PEOPLE THIS MONTH!

Which man doesn't want sportshirts of **DAN RIVER'S spunray***?

DAD? He loves 'em. Says Spunray's the one good looking sportshirt Mom can iron beautifully or send to any laundry.



JUNIOR? Spunray rates with him. He can soak it, sun it, wear it for years. It never loses its color or fit.

RICH UNCLE JOHN? "Smoothest shirt I've ever worn. Looks like a million. Sheds wrinkles like magic. I'll take a dozen."



GREAT, GREAT GRANDFATHER? "I hate to hide such a snappy number under this chin foliage, but it's Spunray for me. Hand me my razor."

* Answer

Every man wants sportshirts of Dan River's Spunray—the gift that will still look new next Christmas.
DAN RIVER MILLS, INC.

**IT'S A
DAN RIVER
FABRIC**

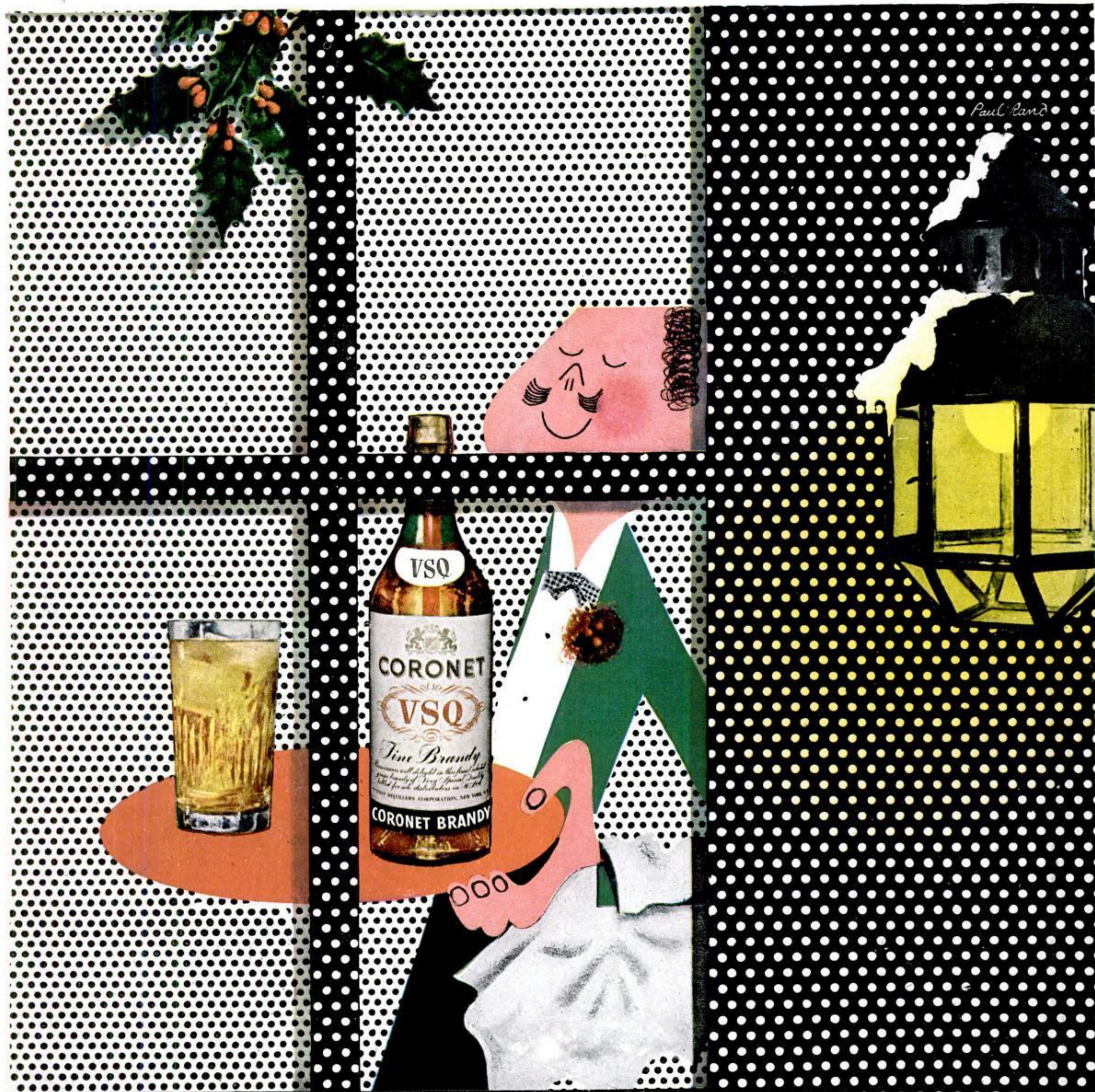


Ziegfeld Girls CONTINUED



THIS IS THE OLD "ZIEGFELD COIN TEST"

Although most ex-Ziegfeld girls stoutly deny it, Broadway legend still has it that the great showman picked beautiful legs with the test shown above. Producing three silver dollars, Ziegfeld would ask a candidate to hold them firmly at the ankle, the calf and above the knee. This helped him eliminate what he abhorred most: knock-knees. The ex-Ziegfeldite demonstrating the trick is Neva Lynne, now retired and a mother. It is 17 years since she danced in Ziegfeld shows and fended off Tommy Manville, but she obviously still qualifies for the chorus.



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CORONET brandy
 for lighter, more cheerful highballs

California grape brandy 84 proof. Schenley Distillers Corporation, New York City

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2 lb. \$4⁰⁰



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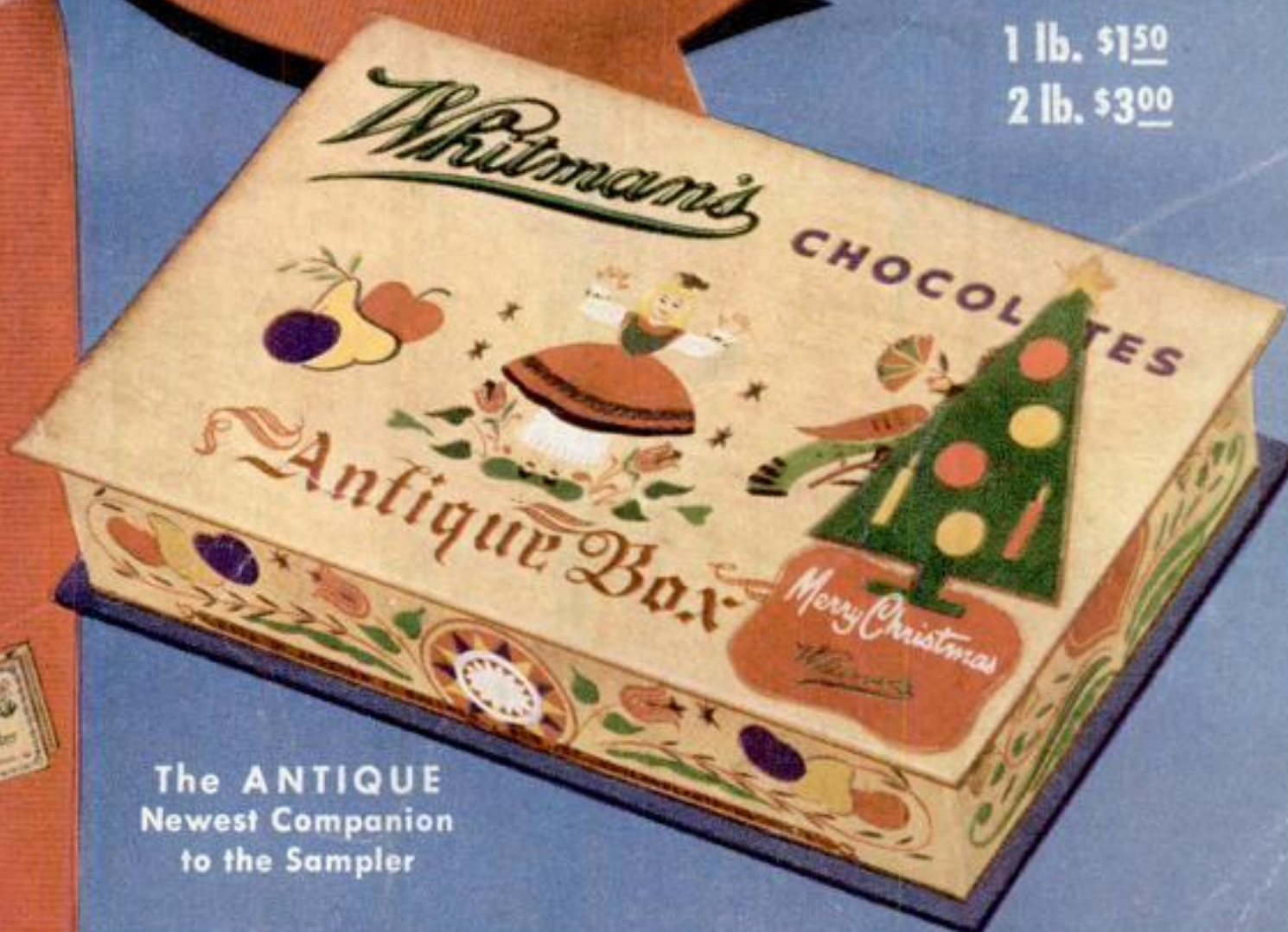


1 lb. \$1⁵⁰
2 lb. \$3⁰⁰



The FAIRHILL
Rich and Ever-
Popular Assortment

1 lb. \$1⁵⁰
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Newest Companion
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